

# PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 N. 2D ST., NEW YORK.

VOL. X.

NEW YORK, MAY 30, 1894.

No. 22.

Rowell,  
Ayer,  
Lord & Thomas

and all other recognized  
authorities rate

The Republic

As Having the  
*Largest Morning Circulation*  
In St. Louis.

NEW YORK OFFICE :  
146 TIMES BUILDING.

# ATLANTIC COAST LISTS

A detailed black and white illustration of a palm frond, with long, pointed leaves, extending from the top left towards the center of the page. It is part of a decorative border that frames the advertisement.

They  
Take  
The Palm.

**83%** of these papers are  
either the **ONLY**  
papers in their re-  
spective towns or are published at  
County Seats.

**60%** of these papers are  
the **ONLY** papers  
published in their  
respective towns.

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**Reaching weekly** one-sixth of  
all the Country readers  
of the United States.

134 LEONARD ST NEW YORK

GRIMAL

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. X.

NEW YORK, MAY 30, 1894.

No. 22.

## VALUE OF THE FOREIGN PRINTED MEDIUMS.

The large immigration of non-English speaking people to this country during the last decade or two has resulted in a considerable increase in the number of journals published in a foreign language. In New York City we have daily papers in German, Bohemian, Italian, French and Spanish; also weekly journals in various other tongues. The same can be said of several other big cities in the United States, and, hence, a large proportion of the inhabitants of New York, Chicago, St. Louis, Cincinnati, etc., are in the habit of reading papers printed in some other language than English.

This being the case, it is necessary, in order to reach the different elements in our cosmopolitan population, for advertisers to utilize the foreign printed publications, and, therefore, any information in regard to their advertising value may be useful to the readers of this journal. The persons most competent to furnish such information are the advertisers who utilize the foreign journals.

Mr. F. J. A. Darr, advertising manager for Hilton, Hughes & Co., New York City, being asked for his opinion of their value, said:

"The foreign mediums we employ are generally found to give good results. Money invested in them is more certain to bring returns than that expended in our English printed papers. I scarcely believe advertisers who desire to reach a purchasing class of people are liable to be disappointed if they utilize a select list of the foreign journals. I have not the least doubt that the more intelligent class of foreign born people read the American papers as well as those in their own language.

"I am convinced that the most profitable foreign mediums are those printed in Spanish. They are not only read by the well-to-do Spanish speaking people in New York, but they circulate considerably in the various

Spanish-American countries. As many people in those countries visit New York for the purpose of purchasing goods, money paid for publicity in New York journals which circulate there can hardly fail to be a good investment. Next to the Spanish, the French papers are perhaps the most profitable advertising mediums. The German papers are also very valuable. We do not use the Bohemian and Italian journals, but many advertisers would probably find them worth patronizing."

A representative of the advertising department of the clothing firm of Rogers, Peet & Co. said:

"The number of valuable advertising mediums printed in the language of the country is not so limited that the money appropriated by this company for advertising purposes could not be profitably invested without the necessity of spending any of it in journals printed in a foreign language. We do not advertise to any extent in the latter, for the reason that we have no large staff of salesmen sufficiently conversant with foreign languages to be able to talk to the class of customers which such advertising would bring to our stores. Then we have an idea that the more intelligent foreigners are in the habit of reading the English printed journals as well as the journals printed in their own language. The former contain a greater amount of news-matter, and foreigners who have a knowledge of English would naturally be led to read them for that reason alone.

"The only journals, not printed in the language of the country, we utilize at present are the German dailies. We have no means of ascertaining to what extent it pays us, and are, therefore, unable to say how they compare in value to the other mediums.

"We do not consider it necessary to translate the advertisements we insert in the German papers, as we believe the class of Germans they are intended to reach know enough English to read and understand them as they are."



try give absolute protection to inventors and authors, but the trade-mark statute permits the duplicate registration of one design in every branch of industry. A registrant of a trade-mark is only protected in his own trade. This in a way is official recognition of the right to copy where the copying does no gross wrong to the originator. Where an advertising idea is copied for use in other trades the first user is not hurt, except that his idea is no longer unique. Its originality and peculiarity are frequently destroyed and in some cases that may be a distinct harm. Where, however, no harm is done to the inventor, why should we not copy in this copying age? Those who are not able to originate must copy. The chances are, too, that the supposed original is not absolutely new. "There is nothing new under the sun." Respectfully yours,

E. E. HART.

#### IS IT RIGHT?

BROOKLYN, N. Y., May 21, 1894.

Editor of PRINTERS' INK:

If a fellow simply takes the essence of an idea and clothes it in his own vernacular I think it's all right. That's about as much as any of us can do, but when he gobbles it body and soul with all your individuality, ear marks and native flavor I think it ought to set pretty heavy on his conscience, if he has such a thing. The following from the *Newburyport (Mass.) News*, for instance, is a case of literary indigestion:

It takes two to make a bargain, but one persuasive ad, well circulated, will often make a market.—*Newburyport (Mass.) News*.

An appetizing ad leaves a taste in the reader's mouth which often ripens into a hunger for the thing advertised.—*Newburyport (Mass.) News*.

A VERBAL "wiggle" to a "business bait" will often catch the eye and interest of a very cautious "fish."—*Newburyport (Mass.) News*.

I would know these paragraphs as my mental offspring even if they were sandwiched between the pages of a Congressional Record. Had the *News* man hammered and overhauled them to fit his individuality he might have improved them and acquired laurels that would fit his brow, but as they are, no one who has seen them over my name will give him credit for them. In using his shears he has simply cut too close, cutting away the author's name. By loosening the rivet and sensitizing his conscience a trifle he may avoid a repetition of the blunder in the future. I'll forgive him this time.

JED SCARBORO.

#### A CAPITAL VIEW.

226 Morton Street,

ALBANY, N. Y., May 19, 1894.

Editor of PRINTERS' INK:

Responding to the invitation to express an opinion on the subject of the permissibility of advertisers appropriating the illustrations of others to their own uses, permit me to say the assumption that so to do is a theft, is wholly unwarranted, so far as the trade-mark of the Binghamton Wagon Company, an illustration of which accompanies your article, is concerned.

If eleven men originate eleven different ideas, and these ideas are combined and made use of by another man, the product rightfully belongs to the twelfth man. Then how can it truthfully be said that the trade-mark

in question is appropriated bodily from outside sources, it being a combination of the ideas of two or more persons?

The border used around this trade-mark is one of a series which may be purchased from any of the foundries composing the Type-founders' Trust, and the Binghamton Wagon Company had both a moral and a legal right to use it. Where the center of the trade-mark came from is of no importance, as fifty years ago children at school defaced their books with similar designs, which were made by taking a dime and pencil and making circles that lapped one upon another.

The *New York World* and many other newspapers and magazines have repeatedly used the border shown in the Binghamton Wagon Company's trade-mark, and yet, so far as I know, none of them has been accused of theft—of appropriating the idea of another.

Would it be fair to accuse Hoe, Cottrell, Scott, Potter, Campbell and other builders of cylinder printing machines of theft because they have utilized in their products some of the ideas of Napier, who produced the first cylinder printing-press?

Is the inventor of the sand-blast a thief? He observed that the sands of the seashore, carried by the wind against a window-pane, cut away the glass, and acting upon the hint thrown out by Nature, he produced a time and labor-saver now largely used in this country and elsewhere. Are those who have improved upon his contrivance also thieves?

Perhaps the architect of the steamer City of New York is a thief because in times ago some Darwinian specimen (possibly a ring-tailed one) made a dugout. And was the latter, who undoubtedly got his ideas about hollowing logs from some worthy predecessor, a thief as well?

Because Krupp makes a 130-ton gun, the firing of a shot from which costs about five thousand dollars, shall every manufacturer of sparrow-guns and pea-shooters be deemed guilty of theft, in that he has appropriated the idea of the illustrious foreign gun-maker?

If the works employed by Homer and Shakespeare in the production of their poems and tragedies could not be used by others without implying theft, perhaps Childe Harold, Paradise Lost, and many other grand poems which have stirred the hearts of countless thousands, might never have been written.

And our worthy Governor, His Excellency, Roswell P. Flower, rather than rest under the imputation of thievery, would not have borrowed from Croker and Ed. Murphy the idea of vetoing all the reform measures affecting New York and Troy, which were passed by the last Legislature.

It is universally conceded that there are few new things in this world, and I hardly think the average reasonable man will condemn the designer of the Binghamton trade-mark for making use of the ideas of others in its construction, if he has really done so.

Since reading "Is It Right?" in the last issue of PRINTERS' INK, I have taken the trouble to look up and examine several of the Binghamton Wagon Company's advertisements, and do not hesitate to express the opinion that they are decidedly effective, and the work of some person who is in no way behind the best of the professional writers of advertisements, and that, whoever he may be, he is fully capable of designing a trade-mark without stealing from any one.

Perhaps, after all, the real fault of the Binghamton Wagon Company's trade-mark, and the cause of their being subjected to hyper-criticism is, that their advertisements

are produced without the aid of a high-priced professional, and are placed by the company where they are likely to yield a liberal return on the expense incurred in putting them into the hands of prospective carriage buyers.

SAMUEL KNOX.

A Mr. Patrick V. Collins, of Minneapolis (who poses as a Swede), after viewing the beautiful picture of Charlotte Corday, in the Corcoran Gallery, at Washington, plagiarizes the idea and produced the picture which is here represented. He expresses his views as follows:

#### THE ETHICS OF PLAGIARISM.

"Probably it is no theft to steal an idea," is the sum and substance of PRINTERS' INK's code of ethics, is it? (See page 60r.)

Yet the one thing of greatest possible intrinsic value in the markets of the world is an idea. The patent office and the bureau of copyrights are maintained solely because it is a theft to steal ideas. The patent does not create value, but simply declares that

the existing value of the idea shall be protected with the power of the government. But the value of the idea exists prior to the patent and independent of the patent. The only quality added by the patent is that the one whose idea is stolen after it is patented is guaranteed redress through laws framed by men, while the one whose ideas are not thus protected, through his having hired the government to guard his property, must simply go gunning on his own behalf, the same as he would if savages stole his horses in a savage country. The inherent crime of theft does not differ in the theft of a patented idea and an unpatented one, except inasmuch as the act of failure to copyright or patent may leave some reasonable doubt in the mind of the public as to the owner's desire to retain his ownership as his exclusive property.

But this should not be wantonly assumed as an excuse for theft where the circumstantial evidence all tends to indicate that the author or originator derives special value by reason of his own originality and exclusive ownership.

Take, for instance, the design of Ripans Tabules, appropriated by the Binghamton Wagon Co. The wagon company realized the value of the exclusive possession of the design by at once registering it as a trade-mark. They thereby not only steal the valuable design from the original owners, but invoke the

law to prevent the original owners from thereafter using their own design.

Perhaps it was on the principle of turning upon the next weaker victim for redress that the owners of PRINTERS' INK and of Ripans Tabules thereupon, instead of defending their own rights to the wheel design, next appropriated my design—that of the circulation liar's future fate—type set to represent a silhouette of a man behind the bars.

I grumbled a little when I found my "work of art" thus stolen by "the little school-master" and used—without permission—in its advertisement of the American Newspaper Directory, but perhaps after all I should have been more lenient, since the ethics of PRINTERS' INK, and also the experience of some of the persons interested in PRINTERS' INK, teaches that ideas, however original or however valuable as an advertisement, are public property and not the property of him who first designs them.

In our "bright lexicon of youth" there was such a word as "plagiarism." It was on the same page as "piracy" and "pilfering" and "printing." I note that these four "p's" are still closely associated, but see no reason why we should not all mind our p's and q's and not mix them so unconsciously.

Advertising writers are seeking to elevate the business, and rank it as a profession. There is room in it for the best of brains and there is need in it for protection for products of those brains. There is certainly need that a code of professional ethics be formulated.

Anybody can steal. Anybody could stand an egg on end, or draw a line around a silver dime and make a Ripans Tabules trade-mark, or sketch a figure of a man behind the bars and hire an expert printer to fill in the outline with agate type; but if these things are so easy why not do something yourself that would be more original and striking, and consequently have more of the features of a novel advertisement, for plagiarism, or even "adaptation," is vulgar and wicked. P. V. COLLINS.

N. B.—No objection now to your illustrating this article with the cut of the man behind the bars, "Run him in," and I'll forgive you for all past sins. P. V. C.

#### IS IT RIGHT?

TRACY CITY, Tenn., May 21, 1894.

#### Editor of PRINTERS' INK:

The above was the heading of an article in PRINTERS' INK, of May 16, referring to the subject of the permissibility of advertisers appropriating the illustrations of others to their own uses, and I would say that it is nothing but right—as the old saying goes, "two heads are better than one."

The Binghamton Wagon Co. have made quite an improvement in the design of a trade-mark over the Ripans Tabules trade-mark, although their starting point was from the latter's design. In the Ripans Tabules trade-mark something is lacking. Something seems lost, and in the black places there is a vacancy which is relieved by the Binghamton Wagon Co. placing reading in all three of the places, and by which the Ripans Tabules design could have been relieved by the words "trade-mark" in the black places, in white letters.

I. B. WOODWARD.

Old Lady—I hope, my boy, that you do not sell papers on Sunday.

Small Newsboy (sadly)—No, mum; I ain't big enough to carry a Sunday edition yet.—*Brooklyn Life.*



MISSISSIPPI.

The short essays on how to advertise in a State, now appearing weekly in **PRINTERS' INK**, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

In point of population Mississippi is the twenty-first State. In area the twenty-ninth. It is the thirty-second State in the number of newspapers issued within its borders.

The following is a complete list of the towns in Mississippi having more than 5,000 population:

Vicksburg.....	23,373
Meridian.....	10,624
Natchez.....	10,101
Greenville.....	6,658
Jackson.....	5,920

No daily is issued at Greenville, nor any weekly credited with over 1,000 circulation. The following is a complete list of the papers in Mississippi accorded more than 1,000 circulation:

Brandon.....News.....	W.	1,060*
Brookhaven.....Times.....	W.	1,080*
Jackson.....Clarion-Ledger.....	W.	4,000
Peoples' Defender.....	W.	1,200*
Meridian.....Baptist Record.....	W.	4,000
So. Live Stock Jour'l.....	W.	2,250
Natchez.....Brotherhood.....	W.	2,250
Vicksburg.....Com'l Herald.....	D.	2,250
Water Valley.....Herald.....	W.	1,680*

Circulations to which the asterisk is affixed can be relied upon absolutely.

The Jackson *Clarion-Ledger*, now in its fifty-eighth year, is reported to have some circulation throughout the State, and this is also true of the Meridian *Baptist Record* and the Southern *Live Stock Journal*. There is one daily in Jackson, three in Meridian, two in Natchez, one in Canton and two in Vicksburg. There are no other dailies in the State.

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In point of population Missouri is the fifth State, being exceeded only by New York, Pennsylvania, Ohio and Illinois. In area it is the seventeenth. It is also the sixth State in the number of newspapers issued within its borders.

The following is a complete list of the towns in Missouri having more than 5,000 population:

St. Louis.....	451,770
Kansas City.....	132,716

St. Joseph.....	52,324
Springfield.....	21,850
Sedalia.....	14,066
Hannibal.....	12,857
Joplin.....	9,943
Moberly.....	8,215
Carthage.....	7,081
Nevada.....	7,062
Jefferson City.....	6,742
Independence.....	6,380
St. Charles.....	6,161
Chillicothe.....	5,717
Louisiana.....	5,090
Webb City.....	5,043
Trenton.....	5,039

No daily is issued at Louisiana, and no daily or weekly credited with over 1,000 circulation is published in Sedalia, Hannibal, Joplin, Jefferson City, St. Charles, Louisiana or Webb City.

The following is a complete list of all the papers in Missouri accorded more than 5,000 circulation:

Chillicothe.....Missouri World.....	W.	7,500
Kansas City.....Drovers' Telegram.....	D.	7,500*
Journal.....	D.	20,000*
Sunday Journal.....	S.	27,000*
Journal.....	W.	30,000*
Star.....	D.	56,335*
".....	W.	103,683*
Times.....	S.	22,116*
".....	W.	35,775*
".....	W.	39,915*
Packer.....	W.	18,500*
Sunday Sun.....	S.	20,000
Mo. & Kan. Farmer.....	M.	9,600*
National Dairyman.....	M.	8,864*
St. Joseph.....News.....	D.	7,000*
St. Louis.....America.....	D.	7,500
".....	W.	20,000
Chronicle.....	D.	60,000*
Die Westliche Post.....	D.	7,500
".....	S.	12,500
".....	W.	7,500
Even'g Star-Sayings.....	D.	20,000
Sunday.....	S.	20,000
Globe-Democrat.....	D.	51,010*
".....	W.	74,021*
".....	W.	79,938*
Post-Dispatch.....	D.	20,000
".....	S.	20,000
Republic, daily (in- cluding Sunday).....	W.	58,539*
Republic.....	W.	138,486*
Tribune.....	D.	7,500
".....	S.	7,500
American Baptist.....	W.	17,500
Central Baptist.....	W.	12,156*
Central Christ'n Ad- vocate.....	W.	23,000*
Christian Advocate.....	W.	20,000
Christ'n-Evangelist.....	W.	25,000*
Church Progress and Catholic World.....	W.	12,500
Colman's Rural World.....	W.	20,000
Critic.....	W.	17,000
Der Herold des Glau- bens.....	W.	32,476*
Grocer and General Merchant.....	W.	7,500
Jewish Voice.....	W.	7,500
Jour. of Agriculture.....	W.	34,126*
Life.....	W.	12,500
Medical Review.....	W.	10,000*
Monitor.....	W.	7,500
Sporting News.....	W.	20,500
Sunday Mirror.....	S.	7,500
Trade Review and Export Journal.....	W.	17,300



St. Louis....Med. Fortnightly..S.-M.	7,800*	Trenton.....Tribune.....W.	1,400
Our Young Folks..S.-M.	12,500	Union.....Tribune-Republican..W.	1,300
School & Home..S.-M.	5,250*	Warrensburg...Star.....W.	1,200
Altruist.....M.	7,500	Standard Herald..S.-W.	2,300
American Journal of Education.....M.	12,500	Warrenton....College Star.....M.	1,000
Chaperone.....M.	20,000		
Field's Farmer and Stockman.....M.	25,000*		
Ford's Christian Repository & Home Circle.....M.	7,500		
Gast-Paul Bankers' Reporter.....M.	14,000*		
Home Circle.....M.	40,000		
Home, Farm and Factory and Live Stock Journal.....M.	20,000		
Inland Illus. Christian Endeavor.....M.	36,000*		
Kunkel's Musical Review.....M.	12,500		
Medical Brief.....M.	31,061*		
St. Louis Magazine..M.	26,000*		
Spanish-Amer. Trade Journal.....M.	8,000		
Woman's Farm Jour..M.	15,166*		
Word and Works.....M.	50,220*		
Bible Student.....Q.	20,000		
Scholars' Quarterly..Q.	40,000		
Youths' Quarterly..Q.	20,000		

Below is a complete list of the papers in Missouri (outside Kansas City and St. Louis), not already enumerated, which are accorded more than 2,500 circulation:

Higginsville....Am. School News..M.	4,000
Independence....Zion's Ensign.....W.	4,031*
Jefferson City..Mo. School Journal..M.	4,000*
Macon.....Times.....W.	2,661*
Mexico.....Ledger.....W.	2,950*
St. Joseph.....Gazette.....D.	4,000
.....Herald.....D.	4,000
.....".....W.	4,000
.....Medical Herald.....M.	4,000
Springfield....Democrat.....D.	3,350*
Warsaw.....Poultry Topics.....M.	3,000*

Circulations to which the asterisk (\*) is affixed in the above lists may be relied upon absolutely.

The following is a complete list of papers in Missouri (outside Kansas City and St. Louis), not already enumerated, having a guaranteed circulation of more than 1,000 copies each issue:

Bethany.....Republican.....W.	2,016
Butler.....Times.....W.	1,500
Edina.....Democrat.....W.	1,060
Fayette.....Democrat-Banner..W.	1,530
Gallatin.....Democrat.....W.	1,750
Hamilton.....Farmers' Advocate..W.	1,051
Harrisonville..Democrat.....W.	1,440
Hillsborough...Democrat.....W.	1,350
Liberty.....Advance.....W.	1,324
.....Tribune.....W.	1,368
Macon.....Republican.....W.	2,075
Marshall.....Irrepressible Conflict.....S.-M.	1,500
Memphis.....Reveille.....W.	1,100
Moberly.....Democrat.....W.	2,400
Platte City.....Argus.....W.	1,200
Richmond.....Conservator.....W.	1,500
Savannah.....Reporter.....W.	1,056
Sedalia.....Missouri Teacher..M.	1,000
Shelbyville....Herald.....W.	1,400
Spickardsville..Gazette.....W.	1,000
Steelville.....Mirror.....W.	1,225
Tarkio.....Independent.....W.	1,200

St. Louis and Kansas City probably hold more than one-fourth of the entire State population and three-fourths of the newspaper circulation. Of the only two papers given more than 100,000 circulation one is in St. Louis and one in Kansas City.

In St. Louis the largest daily circulation is given to the *Evening Chronicle*, a large one-cent paper, delivered by carrier at six cents a week. It guarantees to its advertisers a larger circulation than any other daily in the State and a larger paid circulation than the combined circulation of all other St. Louis afternoon papers. Next to the *Chronicle* comes the *Republic*, with more than 58,000 circulation, and then the *Globe-Democrat*, with more than 51,000. No intelligent advertiser would think of neglecting any of these papers. The last two have an excellent State circulation for their weekly editions. The *Westliche Post*, daily and weekly, is the leading and important paper among the Germans, a very considerable element of population in the city and State.

In Kansas City the daily *Star* is guaranteed nearly as much circulation as the St. Louis *Chronicle*.

The publishers of the St. Louis *Westliche Post* failed to furnish a detailed statement of circulation for the Directory, and hence it is rated in capital letters—estimated. But in an advertisement the publishers state they are prepared to prove, in any way desired, a circulation exceeding 10,000 daily, 25,000 Sunday and 15,000 weekly. The practice of guaranteeing a circulation upon a publisher's detailed statement, and paying \$100 to the person who proves it to be erroneous, carries with it a conviction of the publisher of something very *nearly akin to lying*. A realization of this occasionally induces a publisher to hesitate before furnishing the Directory with definite information, although he may make a regular practice of issuing affidavits and high watermark statements for distribution among advertisers. These are frequently without date, and generally bear printed or type-written signatures. Some papers rated by capital letters only, or by letters followed by two asterisks (\*\*), are occasionally said to be entitled to a higher rating than the Directory accords them. If this is ever true, it is only because every attempt has been unsuccessful to obtain information from the publisher in such form as would make it safe to hold him responsible for his statement.

AN advertisement in some of our contemporaries urges their readers to see that their plumber puts them in a certain kind of bathtub. It is presumed that this is addressed to men only.—*Memphis Evening Scimitar*.



NOTED BY THE WAY SIDE.

CANON CITY, Colo., May 15, 1894.

Editor of PRINTERS' INK:

The proprietors of a roasted coffee (McLaughlin's) have been for sixty days past packing a really beautiful lithographed card board doll, one of a series of sixteen designs, in each pound package of their coffee. In traveling over this State I became interested in the scheme, and have questioned perhaps fifty merchants as to the effect on their coffee sales, and find the demand for that particular brand has increased double to quadruple since the use of the dolls began.

Here are two odd signs I noticed in the new mining camp of Goose Creek, Colo. On a saloon: "The only second-class wines and liquors in the world."

Over a tent that serves as a hotel: "Goose Creek Hotel. Meals 75 cents. With 'Larup' (syrup), \$1.00." C. H. Wolfe,

Traveling Agt. *Denver Times*.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

USE the Persian Corn Cure.

PROCURE estimates of Dodd's Agency, Boston

BOSTON ADV. COUPON CO., Boston, Mass., wants agents.

AS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

AS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

AS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

AS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

ALL values Columbian stamps (except 3c.) wanted. CRITTENDEN & BORGMAN CO., Detroit.

WANTED—An adv. man in all large cities for trade paper. "J," 676 Warren Ave., Chicago.

NEW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

ILLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 6c. postage. SWANK MFG. CO., Fremont, O.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 133 Nassau St., N. Y.

WANT to buy or lease a country daily or weekly. What offers? DE PUTRON GLIDDON, Box 558, Mt. Carroll, Ill.

PUBLISHERS and adv. agencies, send rates of advertising and sample copies of best papers. D. C. NEEFUS, JR., Hudson, N. Y.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

A CHANGE of location is desired by an editor; wants a position as editor or reporter. Experienced, successful, well qualified, best habits. "W," Printers' Ink.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 227 Broadway, New York.

THE best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electro. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

WE have in press city directory of capital of State. Population 22,000. Price \$3.00. Publishers and advertisers invited to correspond. Ad. CHILSON, MCKINLEY & CO., Lansing, Mich.

AN elegant embossed cover on a catalogue insures it from the waste basket. It is our business to design and execute. Write for estimates. GRIFFITH, AXTELL & Cady CO., Holyoke, Mass.

A YOUNG man who can set type and do local reporting wants a situation. Would lend an employer some money, or might buy an interest in a moderate priced newspaper. Address "T. C.," Printers' Ink.

NEWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs, mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

IS your newspaper advertising paying you as well as it should? If you would like to know of the effective means for insuring profitable results employed by many of the brightest and most successful advertisers, let us send you information. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

NEWSPAPER MEN—Weekly letters from a correspondent who is to travel through Europe on foot. Copyrighted. 5c. per letter. Highly interesting and entertaining. Nothing better ever offered for the price. Not sold to more than one newspaper in same locality. Write at once for particulars to W. D. HAMILTON, Columbus, Ohio.

WHAT can we do for you in Washington? Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to ASSOCIATED TRADE & INDUSTRIAL PRESS, 218 F St., N. W., Washington, D. C.

CORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. If they must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

TO LET.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

ADVERTISING space in ST. NICHOLAS.

TO LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 32x18. Can be subdivided into several offices. Rent, \$25 a month. For further particulars address GEO. P. ROWELL & CO.

STREET CAR ADVERTISING.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

A. A. JOHNSON, 261 Broadway, N. Y. City, places car advertising advantageously anywhere. Get his figures.

## ELECTROTTYPES.

**VICK'S MAGAZINE, N. Y.** Has all sorts of floral electrotypes.

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**VICK'S MAGAZINE, N. Y.** Has all sorts of floral electrotypes.

**A**FTER you have received prices from every one else write me, telling just what you desire, and see how much money I will save you. **E. T. KEYSER, 15 Beekman St., N. Y.**

**G**ET manufacturers' prices, wood or metal. Our patent metal base is the best on the market. Large facilities; superior work. **W. L. T. BARNUM & CO., New Haven, Conn.**

**C**UTS of portraits for newspapers, \$1.50; half-tones for fine printing, \$2.00. First-class engravings for catalogue and book illustrations at low prices. Send for samples. **PHOTO-TINT ENGRAVING CO., 80 Dearborn St., Chicago.**

**C**ELLULYNE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellulynes and cellulene machinery manufactured by the **J. F. W. DORMAN CO., Baltimore, Md., U. S. A.**

## MISCELLANEOUS.

**ST. NICHOLAS.**

**U**SE the Persian Corn Cure.

**VICK'S MAGAZINE A1 1-0-0-200,000.**

**VICK'S MAGAZINE A1 1-0-0-200,000.**

**VICK'S MAGAZINE A1 1-0-0-200,000.**

**VICK'S MAGAZINE A1 1-0-0-200,000.**

**R**ELIABLE dealing with Dodd's Agency, Boston.

**VAN BIBBER'S**  
Printers' Rollers.

**\$18 SAFE.** We pay freight. Send for circular. **ELGIN SAFE CO., Elgin, Ill.**

**B**OSTON Adv. Coupon Co., Boston, Mass. 4,000 letter-heads, \$5. 4,000 envelopes, xx, \$5.

**S**END cabinet photograph and 35c. and receive 12 miniature photos. **G. FAIRFIELD, Wind Gap, Pa.**

**I**N answer to our notice to advertisement constructors in **PRINTERS' INK**, issues of March 21st and 28th, great numbers of advertisements were sent in of such a high average character that, although we wanted but 48, we accepted and paid for 204. In pursuance of our agreement to publish the best of the advertisements, together with the reasons that prevailed in arriving at the decision, this is to give notice that the promised publication will be given in **PRINTERS' INK**, issue of June 6th.

**RIPANS CHEMICAL CO.**  
New York, May 8, 1894.

## ADVERTISING MEDIA.

**P**ERSIAN Corn Cure. Samples free. Send address to **W. COHN, 332 W. 51st St., N. Y.**

**C**ONSTANT increase in circulation is what pays. **OUR HOME, Rose, N. Y., semi-mo.**

**A**DVERTISERS' GUIDE. Mailed on receipt of stamp. **STANLEY DAY, New Market, N. J.**

**H**ARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

**I**COVER the State of Indiana. 13 leading dailies. **FRANK S. GRAY, 12 Tribune Bldg., N. Y.**

**A**NY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

**D**OMINION Newspaper List (80 weekly papers). Sworn circulation 22,226. **CANADA READY PRINT CO., Hamilton, Ont.**

**A**DVERTISERS—Only 10 cents per line; circulation 30,000. Best medium on earth. **CRIFE'S COMMERCIAL REPORTER, Marion, Ind.**

**T**HE OPTICIAN AND JEWELER guarantees circulation 35,000 copies each month among people who buy. 96 Maiden Lane, New York.

**R**EADY PRINTS—All sizes; low prices; varied features; special news service. **UNION PRINTING COMPANY, 15 Vandewater St., N. Y.**

**20 CENTS a line; 100,000 circulation; AGENTS' GIFT; first issue June 12. P. O. receipts for proof. Space is going fast. Box 229, Rose, N. Y.**

**T**HE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

**T**HE HEARTHSTONE, 225 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

**A**DVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address **A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.**

**"G**OLLY, how she pulls! **HOKES AND HEATHS** is "she"; 50,000 pairs of eyes see it monthly; household journal; 40c. line; yearly, 25c. Send to **WATTENBERG'S AGENCY, 21 Park Row, N. Y.**

**D**OUBTFUL it is if advertising pays—that is, if it is doubtful whether advertising pays in the **New York WEEKLY TIMES** at 25 cents a line. If this is questionable, then the efficacy of any advertising is questionable.

**C**HURCH MAGAZINES. An effective medium, reaching 35,000 Philadelphia homes. Twenty magazines published for leading churches by the **Church Press Association, Incorporated, 10 So. 18th St., Philadelphia, Pa.**

**T**HE SILVER CROSS, of 154 W. 23d St., N. Y., is the King's Daughters' magazine. The manufacturers of **Bon-Ami** say: "It has been the means of introducing our goods into hundreds of cities where we were not previously doing business." May we send you a copy?

**F**RATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 15 of the best papers, will cost \$24. Rates furnished on special lists of **Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias** and all others of this class. Send for list and rate card. **GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.**

**A**MERICAN SWISS GAZETTE. (Amerikanische Schweizer Zeitung.) The only organ of the 300,000 Swiss population in the United States. Established in 1868. Adopted by the Swiss Legation in Washington and the authorities in Switzerland as medium for all official communications. To sell your goods to clanish Swiss you must buy space in their national newspaper. Advertising rates 30 cents a line for one time, or \$25 an inch for a year. Offices, 115 Fulton St., New York.

## ILLUSTRATORS AND ILLUSTRATIONS.

**ST. NICHOLAS.**

**F**OR magazine illustrations, **H. SENIOR & CO., 10 Spruce St., N. Y.**

**V**ICK'S MAGAZINE's own artist will make special designs for advertisers.

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**V**ICK'S MAGAZINE's own artist will make special designs for advertisers.

**A**LL kinds of drawings and designs made. **E. LUTZ, 165 West Ave., Buffalo, N. Y.**

**I**LLUS'D ideas for advs. All new. Samples, \$1. **R. S. BLINN, 60 E. 5th Ave., Columbus, Ohio.**

SUPPLIES.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VAN BIBBER'S  
Printers' Rollers.

BOSTON Adv. Coupon Co., Boston, Mass. 4,000  
bill-heads, 6s, \$5.00.

ZINC for etching. BRUCE & COOK, 190  
Water St., New York.

ADVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

NEW borders for effective advertising display.  
E. L. SMITH, 180 Washington St., Boston, Mass.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., 170, 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Plummer & Co., 45  
Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

WARD'S imported note paper ("Old English Vellum"), 20 cents pound, cut any size. Envelopes to match. Send for sample. ALBERT R. KING, 87 and 89 William St., N. Y.

PUBLISHERS' COMMERCIAL UNION, 86 World Bldg., N. Y., 215 Madison St., Chicago. Furnishes lists of advertisers, with credit ratings, and makes collections. Send for full particulars. Yearly service, \$15.00.

WE'LL take chances on your conscience. We offer to print you 5,000 4 1/4 x white envelopes, strong and good, for \$6.00, and you can have the privilege of o. k.-ing the proof. You can have any other privilege, except we insist on check with order. If, after you have received the envelopes, your conscience says you have not received \$6.00 worth of value, kick, and your money comes back. Fair! Samples, 2c. LONDON PTG. CO., Columbus, O.

ADVERTISING AGENCIES.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL indorse ST. NICHOLAS.

GIVE Dodd's Agency, Boston, a trial.

GEO. S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

NEWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

ADVERTISING. City and country papers. See GEO. W. PLACE, 55 Broadway, N. Y.

100 LEADING dailies, circ. 6,000,000; 40 rate. FLETCHER ADV. AGENCY, Cleveland, O.

IF you intend to advertise in any manner in the D. C., consult us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency. WILLIAM HICKS, proprietor. 132 Nassau St., New York.

A LIVE Washington letter in exchange for advertising space in your paper. Write us. HERMAN J. MARTIN CO., 1902 7th St., Wash., D. C.

SEND business for Brockton (Mass.) ENTERPRISE through reputable agencies in Chicago, Philadelphia, Boston or N. Y. Circ'n exceeds 7,000.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 113-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

CONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

THE INTER-STATE ADVERTISING AGENCY, Kansas City, Mo., offers general advertisers a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

THE  
PRINTERS' INK  
ADVERTISING  
BUREAU.

If you wish to do advertise  
As to realize

The largest possible return  
FROM

The smallest possible investment  
Address (after June 10th)  
The Printers' Ink Advertising Bureau,  
10 Spruce St., New York.

Your advertisement will be written by Printers' Ink Bureau of Advertisement Writers.

Illustrated by Printers' Ink Bureau of Advertisement Illustrators.

Set in type by Printers' Ink Press.

Inserted in papers selected by the Editor of Printers' Ink.

Contracted for by the Printers' Ink Advertising Bureau.

Terms: CASH. Generally in advance.

PREMIUMS.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

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VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

"BOX o' Brownies" (rubber stamps, retail 25c.) EAGLE SUPPLY CO., New Haven, Ct.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 148 Worth St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

NEWSPAPER premiums. The latest ideas in parts and complete books. ARIEL BOOK CO., 1113 Market St., Philadelphia.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 344 Wabash Ave., Chicago, Ill.

FINELY illustrated, popular books, premiums for merchants, manufacturers or newspapers; low figures. HOME PUBS., 301 Pine St., St. Louis.

NOTHING that is cheap in the art folio line pays for the handling. Our "American Stage Series" is a work of art, and it pays. We'll pay you to write for sample. H. SELL-SCHOFF CO., 304 Dearborn St., Chicago.

AD writers and compositors will be well paid by contesting for the special premiums offered for specimens of their skill in the INLAND PRINTER for June. Send 20 cents for sample copy. Published June 1. Six prizes offered. THE INLAND PRINTER CO., 212-214 Monroe St., Chicago.

BILLPOSTING AND DISTRIBUTING.

VICK'S 300,000 beats billposting, coz it's permanent.

VICK'S 300,000 beats billposting, coz it's permanent.

VICK'S 300,000 beats billposting, coz it's permanent.

VICK'S 300,000 beats billposting, coz it's permanent.

R. H. JOHNSTON, advertising distributor  
1531 Franklin Ave., St. Louis, Mo.

## NEWSPAPER INSURANCE.

**I**NSURE present and future business by using  
ST. NICHOLAS.

## ADVERTISEMENT CONSTRUCTORS.

**C. A. BATES.**

**S. T. NICHOLAS.**

**S**EE JONES' BOOK, mentioned below.

**C**AREFUL service at Dodd's Agency, Boston.

**A**DS, with or without illustrations. F. A. SCHNEIDER, 12 Wooster St., N. Y.

**U**P-TO-DATE ads. They'll please you. DU-PORT, N. Elm St., Westfield, Mass.

**C**HARLES AUSTIN BATES, New York, Vanderbilt Bldg. "Ads that sell goods."

**T**he best retail ads. If they are not too big, are 5 for \$5. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Ads that sell goods."

**A**FTER the ad smith has done his prettiest let us attend to the display and furnish you electrotypes. WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

**N**O samples free. If you want to see my work, send \$2.00. If it's not worth that, your money back. WALTER W. BRETT, 335 Central Park, West, N. Y. City.

**I** WRITE ads in verse. They tell anything you wish to say in a bright, catchy way. Every one will read them. They cost \$1 to \$5. PHIL MIGHELS, 174 W. 23d St., New York.

**J**ONES' BOOK tells how he writes ads that will greatly increase your business. Free to merchants. CHAS. F. JONES, 357 Fourth Ave., Louisville, Ky. Write to him for it.

**200 BUSINESS-BRINGING** ads, in book form, for one dollar. Some of them were got ten up by Messrs. Grey, Bates and Moses, professional advertisement writers. Address FRED HOSSICK, Carrollton, Mo.

**"B**OOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents. postpaid. D. T. MALLET, publisher, 78 Read St., N. Y.

**H**ARD times compel more than usual care to be taken in the preparation of advertising matter to secure profitable results. Sometimes my ideas and services have proven valuable. In need of either, write to W. ENNES, P. O. Box 135, New York.

**M**ANUFACTURERS who want to circularize the trade, or other advertisers who have use for concise, convincing circulars or booklets, are people who have "my most distinguished consideration." Write to me. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**H**ERE I've been advertising week after week, and only 400 or 500 people have written me, when there's 65,000,000 in the country. I'd like to hear from you. I write ads, circulars, booklets, catalogues. My charges are reasonable. I don't want your money unless you're suited. Where do you live? What do you sell? BERT M. MOSES, Box 283, Brooklyn, N. Y.

**B**ECAUSE the Democratic party has gone mad is no good reason why new enterprises should not be started. In truth, it seems to us that the present is a good time to start weekly papers if you are wise enough to look up our plan. We furnish everything except a few locals. We send you each week 1,000 half-printed 16 pages, illustrated, at about the cost of the white paper. Send to W. P. WHEELER, 132 Nassau St., N. Y.

**I**F you want an original ad, chock full of convincing common sense, I'll think it up and write it out for \$2; 5, varied and catchy, \$5; 12, with the right ring—full of vim, \$10. If they're not right, according to your way of looking at them, I'll make them right or refund your money without a murmur. I don't write lengthy ads at these prices—anywhere from 10 to 100 words each. I aim to tell your story in a brief but unique way. My clients say I hit the mark. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

**M**Y success in pleasing proprietors of various medical preparations has been very flattering. I know something about medicine, and of course that helps me. I know more about people and their ways and thoughts and the things that influence them—that helps me even more. I combine common sense with medical knowledge in the ads, and I know of several cases where they have sold goods. If the ads are not large I write single ones for \$5, 6 for \$20 or \$25. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**I**F anybody sends 25 cents for my book, "Advertising for Retailers," and does not get ten times that much good out of it he may have his 25 cents back again. It's a small matter, to be sure, but I'm in earnest about this book. I believe it's a good book—practical, useful, valuable. There are at least 50,000 retailers in this country who could read it with interest and profit. PRINTERS' INK goes every week to 17,000 people, every one of whom ought to read this book—every one of whom may have his quarter back if he wants it. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**S**OMETIMES I write private letters of criticism and advice on advertising. Sometimes advertising is not paying as well as it possibly might. Sometimes the advertiser is not quite satisfied and would like an honest, candid opinion on what he is doing, with suggestions for the betterment of his work. Sometimes such opinions and suggestions are worth hundreds of dollars. Sometimes they are only worth ten dollars. I cannot imagine a case where they could be worth less than that. If you will send me a statement of your case, your idea of it, the questions you would like to have decided, and a ten dollar bill, I will send you such a letter. Consult me as you would your doctor or your lawyer. The only difference is that generally you go to them to prevent a loss; you come to me to secure a positive gain. I will endeavor to make this ten dollars the most profitable investment you have this year. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Ads that sell goods."

## ADVERTISING NOVELTIES.

**A**DVERTISING rates invariable in ST. NICHOLAS.

**V**ICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

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**V**ICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

**B**OSTON Adv. Coupon Co., Boston, has an adv. novelty of intrinsic value. Write us.

**N**EW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

**S**EWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG CO., 342 Wabash Ave., Chicago, Ill.

**Y**OU can feel sure that every clock bought from me will be reliable. Perhaps you have some special design. Let us work it out for you. H. D. PHELPS, Ansonia, Conn.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

## ADDRESSES AND ADDRESSING.

**ST. NICHOLAS.**

**C**IRCULAR letters, typewritten, \$1.25 per 100. Large orders promptly executed. Envelopes addressed; addresses furnished at low rate. G. P. VAN WYE, Masonic Temple, Chicago.

**P**ERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

**L**ETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, Ill.

FOR SALE.

**A** DVERTISING space in ST. NICHOLAS.

**A** DVERTISE with Dodd's Agency, Boston.

**\$1** BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

**30,000** LETTERS, '90 and '93. A. B. DODGE, Manchester, N. H.

**NEW** borders for effective advertising display. E. L. SMITH, 190 Washington St., Boston, Mass.

**BEST** w'ly in Texas, 14th yr. \$6,000 income. Too much business. "GEORGE," Printers' Ink.

**FOR SALE**—12,000 letters, received in 1894, each of which contained a sum of money when received. THE J. W. MILLER CO., Freeport, Ill.

**\$90** BUYS a 13x19 Star jobber, with long fountain, throw-off, counter, 9 wrought chases, if taken quick. PRESS, Delevan, N. Y.

**MY** CABINETS for electrolytes are dust-tight and vermin-proof. Various sizes. Price lists. Advertisers need them. HEBER WELLS, 187 and 189 William St., New York.

**HANDSOME** illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

**MISHLER'S HERB BITTERS**—The copyright of this well-known preparation is offered for sale, at a reasonable price, to a cash buyer. Ad. DR. J. R. MORRIS, 935 Commerce St., Phila.

**REMINGTON STANDARD TYPEWRITERS**; R absolutely unrivaled for durability, speed, simplicity and excellence of design and construction. WYCKOFF, SEAMANS & BENEDICT, 337 Broadway, New York.

**FOR SALE**—A Western trade journal, which has netted its proprietors over \$60,000 in the past six years, and is still growing; 1894 so far the banner year. Can be doubled. Will sell for a sum equal to the average yearly gross earnings for three years past, with half cash, balance monthly payments, secured by the property itself. Reason for selling, retiring from the business. Address "SUCCESS," care N. W. Ayer & Sons, Advertising Agents, Philadelphia, Pa.

**FOR SALE** The undersigned owns, and has owned for twenty years, 194 lots in that part of Jersey City known as Marion, and wants to sell them all or part. The buyer need not pay much money down; just enough to convey the assurance that the new man will hereafter relieve me of the obligation, that has become tiresome, of paying taxes on property that produces no income. To see a map or for other information, call on Geo. P. Rowell, No. 10 Spruce St., N. Y.

SPECIAL WRITING.

**GOOD** editorial copy helps the character of a paper and commands advertising. Try mine. G. T. HAMMOND, Newport, R. I.

NEWSPAPERS  
AND PERIODICALS.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 30 cents a line. Must be handed in one week in advance.

CALIFORNIA.

**L** OS ANGELES TIMES leads in Southern California. Sworn circulation 14,000 daily.

CONNECTICUT.

**T** HE DAY prints more wants than any other New London, Conn., paper.

**WEEKLY TIMES:** Hartford, CONN.

THE HARTFORD TIMES.

WILLIE O. BURE, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

Advertising rates the cheapest in the State, in proportion to circulation. You cannot afford to skip Connecticut. Send for sample copy and rate card.

FERRY LUKENS, Jr., New York Representative, 73 Tribune Building.

DISTRICT OF COLUMBIA.

**A** LERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

GEORGIA.

**T** HE ENTERPRISE, Smithville, Ga., all home print; 1,000 subscribers.

KENTUCKY.

**S** TOCK FARM, Lexington, reaches horse owners. Anything to say to them!

**T** RI-WEEKLY DANVILLE ADVOCATE covers the "Blue Grass." Annual rates, 10c. an inch.

LOUISIANA.

**T** HE SIGNAL, Crowley, proves 1,250 circ'n. 8 col., 8 p., all home print. Samples and rates.

MAINE.

BANGOR COMMERCIAL.

Daily average, nearly 5,000 copies. Weekly average, over 14,000 copies.

The Daily and Weekly editions of the COMMERCIAL are larger than the corresponding editions of both the other papers in Bangor combined and only one other paper in Maine has as large a circulation as the COMMERCIAL.

J. P. BASS & Co., Publishers, Bangor, Me. FERRY LUKENS, Jr., New York Representative 73 Tribune Building.

MASSACHUSETTS.

**N** EW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

**B** ROCKTON (Mass.) ENTERPRISE, daily circulation 7,300. Ads 17c. per inch per day. 40 words solid, 50c. for 6 times. WEEKLY ENTERPRISE, 1,000 circulation. 11c. an inch per insertion.

**T** HAT the Brockton (Mass.) ENTERPRISE has a circulation exceeding 7,000 copies per day is not doubted by us. The paper has a general neat appearance, a liberal advertising patronage, and a reputation for fixed rates. BATES & MORSE ADV'G AGENCY, Park Row, New York.

MICHIGAN.

**40,000** PROVED CIRCULATION for only 15c. a line. Sample copies and proof of circulation free. "ONCE A MONTH," DETROIT, MICH.

MINNESOTA.

**M** INNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

**S** T. PAUL GLOBE, daily, 22,000; Sunday, 30,000; weekly, 30,000. Eastern office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

**The Housekeeper,** Minneapolis, Minn. Pays Advertisers. Circulation, 125,000

**DULUTH.**

Population to-day, 75,000.  
The most prosperous city in the country.

**THE NEWS TRIBUNE**

IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, JR., Eastern Representative.  
73 Tribune Building, N. Y. City.

**MISSOURI.**

**HEROLD DES GLAUBENS**, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

**THE HOME CIRCLE**, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

**HEROLD DES GLAUBENS**, St. Louis, Mo. Est. 1850. Circulation, 33,000. Brings results. Our Catholic Premium Almanac, of which over 50,000 copies are distributed, is the most handsome book of this kind published, and brings results to advertisers. For specimen copy and rates address us. Ready for press July 1.

**MONTANA.**

**MONTANA**—In its issue of June 6th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Montana?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**NEBRASKA.**

**NEBRASKA**—In its issue of June 6th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Nebraska?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**NEVADA.**

**NEVADA**—In its issue of June 13th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Nevada?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**NEW HAMPSHIRE.**

**NEW HAMPSHIRE**—In its issue of June 13th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Hampshire?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**NEW JERSEY.**

**NEW JERSEY**—In its issue of June 20th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Jersey?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**THE EVENING JOURNAL,**

JERSEY CITY'S

**FAVORITE FAMILY PAPER.**

Circulation, - - - - 15,500.

Advertisers find IT PAYS!

**NEW MEXICO.**

**NEW MEXICO**—In its issue of June 20th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Mexico?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**NEW YORK.****ST. NICHOLAS.**

**VICK'S** 300,000.  
East of Rockies, 184,519. Fact.

**VICK'S** 300,000.  
East of Rockies, 184,519. Fact.

**VICK'S** 300,000.  
East of Rockies, 184,519. Fact.

**VICK'S** 300,000.  
East of Rockies, 184,519. Fact.

**THREE** trial lines 35c. in Watertown (N. Y.)  
**HERALD**—30,000 readers.

**FOR** any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

**ROWELL** accords **THE LE ROY GAZETTE** largest weekly circulation in Genesee Co., N. Y.

**NEWBURGH**, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

**100,000** CIRCULATION. First issue June 13. 20 cents a line. **AGENTS' GRIP**, Box 229, Rose, N. Y.

**THE LADIES' WORLD** promised 375,000 copies for its June number, and gives a paid circulation of 385,000, or 10,000 copies more than the number promised. July—Mother's Number—devoted to the care of infants and children. Forms close June 10th. S. H. MOORE & CO., Publishers, New York.

**F. M. LUPTON'S** popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address **F. M. LUPTON**, publisher, 106 & 108 Reade St., N. Y.

**A COMPARISON**

During 1893 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

**NEW YORK**—In its issue of June 27th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New York?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**PUBLISHERS SILVER CHES**, 158 W. 33d St., N. Y.:

GENTLEMEN—

April 23, 1894.

We wish to congratulate you upon the great improvement in your paper, and we are pleased to state to you our belief in its value as an advertising medium, going as it does to such a select and desirable constituency. It has been the means of introducing our goods in hundreds of cities where we were not previously doing business. Yours very truly, **CHILDS & CHILDS,**  
Mfrs. "Bon-Ami" Soap.



**ADVERTISERS** "Keep your eye on

**GODEYS**"

because the reading public are getting,

through us

"2 for the price of 1,"

which means—"Practically your choice of any American Periodical Free."

No advertiser,  
however puritanical,  
can be offended with

**"LIFE."**

**NORTH CAROLINA.**

**THE WILMINGTON (N. C.) STAR.** Oldest daily in the State. Try it.

**THE CAUCASIAN** leads in the State. Has the largest paid-up subscription.

**NORTH CAROLINA**—In its issue of July 4th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of North Carolina?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**NORTH DAKOTA.**

**NORTH DAKOTA**—In its issue of July 4th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of North Dakota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**OHIO.**

**THE TOLEDO EVENING NEWS** leads its competitors in local circulation—10,000 daily.

**\$2.00** FOR one-inch hotel ad three months. **SUNDAY NEWS**, Zanesville, O.

**OHIO**—In its issue of July 11th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Ohio?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

It is a fact that one cent will pay for one inch in every 300 copies sent to bona fide subscribers of the **AMERICAN FARMER** and **FARM NEWS** during this year. How does that strike you for a low "ad" rate? Do you know of any other paper of the same class, having a circulation of similar extent and character, that will do as well for you? Ask any reputable advertising agency about the merit of this model farm paper, or commence correspondence at once with GEO. S. BECK, Eastern Manager, 195 World Building, New York City. Send for a sample copy of **WOMANKIND**, a woman's paper, edited by women for women, and going to women exclusively, to the extent of a guaranteed circulation of 50,000 or more.

**OKLAHOMA.**

**OKLAHOMA**—In its issue of July 18th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Oklahoma?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**OREGON.**

**OREGON**—In its issue of July 18th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Oregon?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**PENNSYLVANIA.**

**SCRANTON (Pa.) REPUBLICAN** has the largest circulation of any Scranton paper.

**PARK'S FLORAL MAGAZINE**, Lihonia, Pa. Monthly 125,000 proved circulation. Advertising office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

**PENNSYLVANIA**—In its issue of July 25th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Pennsylvania?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**RHODE ISLAND.**

**THE NEWS**, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

**NEWPORT DAILY NEWS**, a paper of "known circulation." Average edition 3,500 copies.

**TEXAS.**

**THE POST: Houston, TEXAS.**

Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1894 Directory under a forfeit of \$100. S. C. BECKWITH, Sole Agent Foreign Advertising New York and Chicago.

**WASHINGTON.**

**SEATTLE TELEGRAPH.**

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

**WISCONSIN.**

**EXCELSIOR**, Milwaukee. The leading German religious newspaper in Wisconsin.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Largest circulation of any English paper in Wisconsin.

**SO. & CEN. AMERICA.**

**PANAMA STAR AND HERALD**—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir. 27,000. **ANDREAS & CO.**, gen. agents, 55 Broad St., N. Y.



## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,  
EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

Except by special assignment, PRINTERS' INK does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: No. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks, - 18,015 copies

NEW YORK, MAY 30, 1894.

LIGHTNING and a lying advertisement seldom strike twice in the same spot.

IF YOU would have your ads impress people with the belief that your goods possess worth, have them of an earnest rather than of a frivolous tone.

ADVERTISING is the sluice which leads the stream of custom into the mills of trade. See that your sluice is not defective, for in these hard times it is important that every drop of the precious stream be made to turn the wheels of your business.

THE *Book and News Dealer* of San Francisco entertains rancor towards papers and publishers who refuse to take back unsold copies, and against those also who give the purchaser of thousands a lower figure than to the dealer who handles half a dozen copies. It advises retailers to kill publications that charge the retailer a high price and declare copies unreturnable.

CORRESPONDENTS are reminded that PRINTERS' INK likes to have clippings sent in of articles from its own columns that appear in other papers, and is especially glad to see other people's comments upon articles that have appeared in PRINTERS' INK. Anything on the subject of second-class postage is interesting also. Always indicate the paper clipped from, please, so that it will be possible to give proper credit.

BACON said: "Nothing is pleasant that is not spiced with variety." This is truer of advertising, perhaps, than of anything else. People want to be approached on more than one side; and he succeeds who discovers that the public's taste is varied, and caters to it accordingly.

RETAIL advertisers have a tendency to generalize in their advertising. This should not be done; the public wants to know something definite regarding the goods advertised. Ads should be made to resemble, as closely as possible, the arguments that the merchant would use in his store.

WHEN the local paper devotes two or three columns of space to announcing itself: "The leading county paper—advertising rates made known on application," it will not be safe to offer \$15 for a column advertisement for a year unless you actually want it.

WHENEVER a doubt arises as to the legitimacy of a publication, from a postal standpoint, the doubter examines the editorial or title page, to see if it is "entered at the post-office as second-class matter." This custom has become so universal that one might think it obligatory upon the publisher to insert the announcement. The fact, however, is that the law does not require it; but the Post-Office Department recommends it for the benefit of the publication itself, so that it may not be confused with other publications that are debarred the privileges of the second-class rate.

*Home and Country*, a New York publication modestly claiming to be "America's leading illustrated monthly magazine," announces that "connected with our advertising department are experts who write and design new and taking announcements for our patrons. For this no extra charge is made."

ADVERTISING is a business in which women are beginning to figure prominently. In two very large advertising agencies in Boston the members of both firms are women, and all their employees women. They make their contracts and attend to the most intricate business problems themselves, and have large contracts for entire railroads and street cars in the largest cities in the United States.—*Boston Journal*.

That merchant to himself denies  
The profits he might realize,  
If through a policy unwise  
He fails to freely advertise.

JOHN A. CAMP,  
Des Moines, Iowa.

[The short sketches that appear in PRINTERS' INK, from week to week, intended to instruct an advertiser what papers to use to reach the people of a State, or of a class, are published in entire good faith, but may not be always exactly right. Persons who detect errors are invited to communicate with the Editor of PRINTERS' INK.]

## THE RELIGIOUS PRESS.

Designating the leading paper of Each Denomination.

In according the position of leading paper a weekly is selected in all cases where one is issued in the interest of the denomination. Circulations to which the asterisk is affixed may be relied upon absolutely.

Denomination.	Pa- pers.	Total est. cir.	Leading paper of the denom- ination.	Circu- lation.
Adventist:				
Evangelical Adventist,	16	29,050	Springfield, Mass., Herald of Life..	1,350*
Sabbatarian Adventist,			Boston, Mass., Messiah's Herald...	2,500*
Second Adventist,			Stanberry, Mo., Advent & Sab. Adv.	800
Seventh Day Adventist,			Paris, Ark., Gospel Trumpet, m....	400
Advent Christian,			Oakland, Cal., Signs of the Times..	4,000
			Cedar Rapids, Neb., Dreadnaught, m	
Anti Roman Catholic.....	7	16,000	Philadelphia, Protestant Standard..	4,000
Apostolic.....	1	400	Seymour Mo., Western Preacher, m	400
Baptist:				
Free Baptist,	126	1,540,000	New York, Examiner.....	17,500
Free Will Baptist,			Boston, Mass., Morning Star.....	4,000
Primitive Baptist,			Ormondsville, N. C., Free Will Bap.	800
Seventh Day Baptist,			Martin, Tenn., Primitive Baptist...	2,350
			Alfred Centre, N. Y., Sab. Outlook...	7,500
Bible Holiness.....	1	800	Providence, R. I., Beulah Chris'n, m	800*
Brethren.....	1	2,250	Waterloo, Ia., Brethren Evangelist.	2,250*
Buddhist.....	1	500	Santa Cruz, Cal., Buddhist Ray, m..	
Christian:				
Disciples,	21	96,000	Dallas, Tex., Christian Courier....	4,000*
			St. Louis, Mo., Christ'n Evangelist.	25,000*
Christian Reform.....	2	4,700	Pittsburgh, Pa., Chris'n Statesman.	4,300*
Christian Science.....	4	5,000	Chicago, Ill., Universal Truth, m..	2,950*
Church of Christ.....	6	18,700	Austin, Tex., Firm Foundation....	8,722*
Church of God.....	2	3,000	Harrisburg, Pa., Church Advocate.	2,250
Congregational.....	30	102,000	Chicago, Ill., Advance.....	22,990*
Evangelical.....	142	938,850	Cleveland, O., Union Gospel News.	153,465*
Faithist.....	1	250	Shenandoah, Ia., Fire-Brand.....	
Friends:				
United Friends,	11	47,500	Chicago, Ill., Christian Worker....	4,000
			Flint, Mich., Un'd Friends' Echo, m.	
Holiness.....	6	11,000	Atlanta, Ga., Way of Life.....	8,000*
Inter-Denominational.....	2	1,000	Durham, N. C., S. S. Reporter....	800
Jewish.....	38	172,000	Cincinnati, O., Am. Israelite.....	23,760*
Latter Day Saints:				
Mormon,	11	32,500	Lamoni, Ia., Saints' Herald.....	4,452*
			Salt Lake City, Utah, Deseret News	800
Lutheran:				
Evangelical Lutheran,	49	138,500	Lancaster, Pa., Lutheran Observer..	17,000*
			York, Pa., Lutheran Mis. Journal, m	7,500
Mennonite.....	5	8,000	Elkhart, Ind., Men. Rundschau....	3,200*
Methodist:				
African Meth. Episcopal,	117	694,100	Leesburg, Fla., Christian Advocate.	2,850*
Free Methodist,			Philadelphia, Christian Recorder...	5,200*
Methodist Episcopal,			Chicago, Ill., Free Methodist.....	4,000
Meth. Episcopal South,			Chicago, Ill., Epworth Herald....	70,000*
Methodist Protestant,			Dallas, Tex., Christian Advocate..	20,000*
Wesleyan Methodist,			Baltimore, Md., Meth. Protestant..	4,000
			Syracuse, N. Y., Wesleyan Meth....	4,000
Mohammedan.....	1	1,000	N. Y., Moslem World, m.....	
Moravian.....	3	1,600	Bethlehem, Pa., Moravian.....	800
Non-Sectarian.....	18	98,000	New York, N. Y., Voice.....	40,000
Presbyterian:				
Cumberland Presbyterian,	54	239,000	Chicago, Ill., Interior.....	17,500
Reformed Presbyterian,			Nashville, Tenn., Cumb'd Presbyt'n.	7,500
United Presbyterian,			Due West, S. C., Ass. Ref. Presbyt.	2,280*
			Pittsburgh, Pa., United Presbyt'n..	7,500

Protestant Episcopal :	}	53	139,600	New York, Churchman.....	17,500
Reformed Episcopal, :				Philada., Pa., Episcopal Recorder..	2,000*
Reformed Church :	}	15	70,800	New York, Christian Intelligencer..	7,500
Dutch Reform,				Holland, Mich., Der Hope.....	800
Roman Catholic.....	119		600,000	New York, Catholic News .....	75,000
Salvation Army .....	2		5,000	New York, War Cry.....	
Shakers.....	1		800	E. Canterbury, N. H., Manifesto, m	800
Spiritualist .....	6		35,500	Boston, Mass., Banner of Light....	12,500
Swedenborgian.....	6		4,500	Orange, N. J., New Church Mess'r.	2,575*
Theosophy.....	2		1,000	New York, Path, m.....	800
Undenominational.....	46		302,000	Philadelphia, Pa., S. S. Times .....	157,749*
Unitarian.....	4		20,000	Boston, Mass., Christian Register..	7,500
United Brethren :	}	12	101,000	Dayton, O., Religious Telescope...	7,500
Radical United Brethren,				Dayton, O., Christian Conservator..	4,000
United Brethren in Christ,				Lebanon, Pa., Conference Her., m..	400
Universalist .....	9		22,000	Boston, Mass., Christian Leader....	7,500
Young Men's Chris'n Ass'n :	}	49	83,500	Chicago, Ill., Young Men's Era....	20,000
Young Women's Ch. As'n,				Philadelphia, Faith & Works, m....	800
Young People's Soc. Ch. End..	17		145,500	Boston, Mass., Golden Rule.....	85,355*
			4,017	5,732,900	

According to the American Newspaper Directory for 1894, issued May 1st, there are published in the United States 1,017 newspapers and periodicals classed as religious, having an aggregate circulation each issue of something like 5,700,000 copies. They are subdivided as the organs or representatives of 68 different sects or religious beliefs, but when made up into "families," as shown in the preceding table, the classification is reduced to 40—a more promising number to those who believe in Christian unity, but still so large as to make doubtful the speedy oncoming of a millennium in this direction. It is noticeable, too, that these family combinations are by no means harmonious, and their internal dissensions are often more apparent than their warfare upon those of an entirely different sect or class. The Rev. Dr. H. K. Carroll, in his valuable book upon "Religious Forces of the United States," enumerates 143 denominations, so that there are still seventy-five without a representative newspaper. The same authority puts the number of communicants at 20,618,307, and the entire Protestant population at 49,630,000, to which for the Catholic population he adds 6,257,817 more. A constituency of 55,000,000, which advertisers may reach with some degree of thoroughness by using 1,017 publications, circulating each issue five and one-half millions, is worthy of more than ordinary attention. Dr. Carroll gives the whole number of organizations represented in these 143 denominations as 165,297,

with 142,639 churches or other edifices, having a seating capacity of 43,596,378, and a valuation of \$679,694,439. The percentage of communicants is 32.92 of the entire population. The reverend doctor suggests that "we seem to have about every variety known to other countries, with not a few peculiar to ourselves. The American patent covers no less than two original Bibles—the Mormon and Oahspe—and more brands of religion, so to speak, than are to be found, I believe, in any other country. One may be a Pagan, a Jew or a Christian, or each in turn. If a Christian, he may select any one of the 125 or 130 different kinds, or join every one of them in turn. He may be six kinds of an Adventist, seven kinds of a Catholic, twelve kinds of a Mennonite or Presbyterian, thirteen kinds of a Baptist, sixteen kinds of a Lutheran or seventeen kinds of a Methodist. He may be a member of any one of the 143 denominations. If none suit, he still has a choice among 150 separate and independent congregations, which have no denominational name, creed or connection." The statistics and facts which follow concerning the sects are taken entirely from Dr. Carroll's book.

#### EVANGELICAL.

The largest number of papers in any one combination, class themselves as "Evangelical." They cannot, however, be regarded as the organ of any separate and distinct sect, since a majority of the religious bodies claim to

be evangelical. There is an "Evangelical Association," with 133,313 communicants, having organizations in 24 States—strongest in Pennsylvania, and confined to the Middle, Western and Pacific States. All papers of the Evangelical class credited with more than 2,500 copies each issue are printed below.

In the lists which follow all circulations to which an asterisk is prefixed may be relied upon absolutely.

Chicago, Ill.:	
Bladet.....	W. 7,500
Folke-Vennen.....	W. 5,400*
Missions-Wannen.....	W. 18,059*
Biblical World.....	M. 4,000
S. S. Lesson Illustrator.....	M. 12,500
Gwendale, I. T.:	
John Three-Sixteen.....	M. 2,500*
Cedar Rapids, Ia.: S. S. Mission'y.	M. 7,500
Bangor, Me.:	
The Word and the Work.....	M. 4,000
Boston, Mass.:	
Oesterns Weckoblad.....	W. 4,000*
Christian.....	M. 17,364*
Contributor.....	M. 17,500
Junior Golden Rule.....	M. 7,500
Minneapolis, Minn.:	
Northwestern Illustrator.....	M. 7,500
St. Louis, Mo.:	
Bible Truth.....	M. 2,500*
Bible Student.....	Q. 20,000
Christ'n Mission'y Magazine.....	Q. 4,000
Scholars' Quarterly.....	Q. 40,000
Youths' Quarterly.....	Q. 20,000
New York, N. Y.:	
Christian Alliance.....	W. 12,500*
Christian Herald.....	W. 75,000
Independent.....	W. 17,500
Observer.....	W. 20,000
Outlook.....	W. 20,000
Church Union.....	M. 20,000*
Mis'y Review of the World.....	M. 7,500
Treasury of Rel. Thought.....	M. 4,000
Church S. S. Lessons.....	Q. 20,000
Cincinnati, O.:	
S. S. Journal for Teachers.....	M. 75,000
Berean Senior Lesson Q'rly.....	Q. 110,000*
Standard Bible Lessons.....	Q. 75,000
Cleveland, O.:	
Der Christliche Botschafter.....	W. 17,500
Evangelical Messenger.....	W. 7,500
Union Gospel News.....	W. 153,465*
Evangelical S. S. Teacher.....	M. 4,000
Evangelische Magazin.....	M. 13,500*
Harrisburg, Pa.: Evangelical.....	W. 6,300*

This combination contains the religious weekly of second largest circulation, the Cleveland, Ohio, *Union Gospel News*.

#### BAPTIST.

Next in order are the Baptists, with 126 journals, in five divisions, and an aggregate circulation of about 1,540,000, the only family showing a periodical issue of so many as one million copies. The Baptist Church, in its thirteen subdivisions, from "Regular" to "Old Two-Seed-in-the-Spirit Predestinarian," has 3,717,969 communicants, exceeded only by the Roman Catholics and Methodists. It is found in every State, but is especially strong

in the South, to which two-thirds of its communicants are credited. Georgia leads with 357,241. The colored Baptists are represented in fifteen Southern States, and aggregate in number 1,348,987. The papers credited with a circulation of more than 2,500 are:

Montgomery, Ala.: Ala. Baptist.....	W. 3,000*
Ocala, Fla.: Baptist Witness.....	W. 2,500*
Atlanta, Ga.: Christian Index.....	W. 4,000
Our Home Field.....	M. 12,500
Augusta, Ga.: Georgia Baptist.....	W. 4,080*
Chicago, Ill.: Baptist Union.....	W. 17,500
Nya Wecko Posten.....	W. 10,500*
Standard.....	W. 7,500
Mount Morris, Ill.: Gosp. M's'g'r. W.	4,000
Indianapolis, Ind.: Ind. Baptist.....	W. 7,500
Louisville, Ky.: West'n Recorder.....	W. 12,500
Boston, Mass.: Morning Star.....	W. 4,000
Watchman.....	W. 12,500
Baptist Mission'y Magazine.....	M. 7,500
Detroit, Mich.: Christ'n Herald.....	W. 4,000
Minneapolis, Minn.: Free Baptist.....	W. 2,355*
Meridian, Miss.: Baptist Record.....	W. 4,000
St. Louis, Mo.: Amer. Baptist.....	W. 17,500
Central Baptist.....	W. 12,156*
Ford's Christian Repository.....	M. 7,500
Alfred Centre, N. Y.:	
Evangel and Sabbath Outlook.....	W. 7,500
Middletown, N. Y.:	
Signs of the Times.....	W. 4,300*
New York, N. Y.: Chris. Inquirer.....	W. 7,500
Examiner.....	W. 17,500
Baptist Home Mission M'thly.....	W. 7,500
Fayetteville, N. C.: N. C. Baptist.....	W. 3,150*
Raleigh, N. C.: Biblic. Recorder.....	W. 5,822*
Cincinnati, O.:	
Journal and Messenger.....	W. 9,000*
Cleveland, O.: Der Sendbote.....	W. 4,000
Philadelphia, Pa.:	
National Baptist.....	W. 8,290*
Baptist Superintendent.....	M. 7,112*
Baptist Teacher.....	M. 60,166*
Worker.....	M. 20,135*
Advanced Quarterly.....	Q. 489,843*
Senior Quarterly.....	Q. 121,250*
Greenville, S. C.:	
Baptist Courier.....	W. 4,500*
Nashville, Tenn.:	
Baptist and Reflector.....	W. 4,000
Dallas, Tex.:	
Texas Baptist and Herald.....	W. 15,000*
Waco, Tex.: Baptist Standard.....	W. 12,000*
Richmond, Va.: Religious Herald.....	W. 4,000
Foreign Mission Journal.....	M. 7,500
Huntington, W. Va.:	
Baptist Banner.....	W. 3,700*

Nearly one-half the total issue of the Baptist press is in Philadelphia, and more than one-third is held by two quarterlies.

#### ROMAN CATHOLIC.

Of the Roman Catholic papers there are 119. They are believed to print something more than 600,000 copies each issue. This church, the first established in North America, is firmly planted in every State and Territory. There are several Catholic churches, but we deal here with the Romans. It numbers 6,231,417 communicants, standing at the head of all religious bodies in this particular. It exceeds

the Methodists by a million and a half, but it is to be noted that as communicants all baptized children nine years old and over are included. In New York alone there are more than 1,000,000, and in the city nearly 500,000. In New England the Romans exceed all Protestant communicants by 240,000.

The papers credited with a circulation of more than 2,500 are:

Chicago, Ill.: New World.....W.	17,500
Wiaro I Ojczyzna.....W.	4,000
Indianapolis, Ind.: Die Glocke...W.	2,500*
Mount Vernon, Ind.: Der Armen Seelen Freund....M.	17,687*
Notre Dame, Ind.: Ave Maria...W.	20,000
Davenport, Ia.: Cath. Messenger.W.	4,000*
Louisville, Ky.: Katholischer Glaubensbote...W.	4,000
New Orleans, La.: Morning Star.W.	4,000
Baltimore, Md.: Catholic Mirror..W.	7,500
Katholische Volks-Zeitung...W.	12,500
Boston, Mass.: Pilot.....W.	20,000
Sacred Heart Review.....W.	40,000*
Amer. Protestant (Anti)...Bi-W.	7,500
Donahoe's Magazine.....M.	4,000
Working Boy.....M.	20,000
Worcester, Mass.: Cath. School & Home Magazine.M.	5,000*
Detroit, Mich.: Angelus.....W.	4,000
Die Stimme der Wahrheit...W.	4,000
Sodalist.....M.	7,500
St. Paul, Minn.: Der Wanderer..W.	11,514*
Northwestern Chronicle....W.	4,000
St. Louis, Mo.: Church Progress.....W.	12,500
Der Herald des Glaubens...W.	32,476*
Hlas.....W.	4,000
Brooklyn, N. Y.: Catholic Youth.W.	4,000
Record of the C. B. L.....M.	9,500*
Buffalo, N. Y.: Catholic Union and Times...W.	7,500
New York, N. Y.: Brooklyn Journal.....W.	4,000
Catholic News.....W.	75,000
Catholic Review.....W.	4,000
Freeman's Journal.....W.	12,500
Katholisches Volksblatt...W.	20,000
Sunday Union.....W.	4,000
Catholic World.....M.	4,000
Rosary.....M.	4,000
Young Catholic.....M.	4,000
Ogdensburgh, N. Y.: Courier...W.	4,000
Rochester, N. Y.: Cath. Journal.W.	2,750*
Troy, N. Y.: Catholic Weekly...W.	4,000
Cincinnati, O.: Catholic Telegraph.....W.	4,500*
Wahrheits Freund.....W.	7,500
Cleveland, O.: Catholic Universe.W.	14,000*
Columbus, O.: Catholic Columbian.....W.	11,200*
Ohio Waisenfreund.....W.	20,000
Dayton, O.: Young Cath. Messenger.Semi-M.	12,500
Youngstown, O.: Catholic Read- ing Circle Review.....M.	3,000*
Philadelphia, Pa.: Catholic Standard.....W.	4,000
Protestant Standard (Anti)...W.	4,000
Young Folks' Cath. Weekly..W.	3,000*
Pittsburgh, Pa.: Catholic.....W.	4,000
Scranton, Pa.: Record.....W.	4,000*
Memphis, Tenn.: Cath. Journal of the New South.....W.	3,180*
Milwaukee, Wis.: Cath. Citizen..W.	9,200*
Columbia.....W.	4,000
Excelsior.....W.	5,393*

#### METHODISTS.

Of the 17 branches of the Methodist

denomination 7 only have newspapers of any sort. They are 117 in number and circulate about 700,000 copies. In this body there are 4,589,284 communicants, and it has organizations of some branch in every State and Territory excepting Alaska. North Carolina leads with 276,336 communicants, Georgia follows with nearly as many, Ohio is third, and New York fourth. The papers credited with a circulation of more than 2,500 are:

Little Rock, Ark.: Ark. Meth'st..W.	10,000*
Washington, D. C.: American University Courier..Q.	15,000*
Leesburgh, Fla.: Florida Christian Advocate...W.	2,850*
Atlanta, Ga.: Wesleyan Christian Advocate.W.	7,500
Chicago, Ill.: Den Christelige Talsmand...W.	4,000
Epworth Herald.....W.	70,000*
Free Methodist.....W.	4,000
Northwestern Chr. Advocate..W.	24,000*
World Wide Missions.....M.	40,000
Catlettsburg, Ky.: Central Meth't.W.	4,500*
New Orleans, La.: Chr. Advocate.W.	6,500*
Southwestern Chr. Advocate..W.	5,532*
Baltimore, Md.: Meth. Protestant.W.	4,000
Boston, Mass.: Zion's Herald....W.	12,500
Heathen Children's Friend...M.	14,000*
Heathen Woman's Friend...M.	24,500*
Detroit, Mich.: Michigan Christian Advocate.W.	20,593*
St. Louis, Mo.: Central Christian Advocate...W.	23,000*
Christian Advocate.....W.	20,000
Omaha, Neb.: Christ'n Advocate.W.	4,400*
Buffalo, N. Y.: Chris'n Advocate.W.	7,500
New York, N. Y.: Chr. Advocate.W.	48,500*
African News.....M.	4,000
Gospel in All Lands.....M.	4,000
S. S. Journal for Teachers...M.	75,000
Methodist Review.....Bi-M.	4,000
Syracuse, N. Y.: Northern Christian Advocate..W.	4,000
Wesleyan Methodist.....W.	4,000
Raleigh, N. C.: Chr'n Advocate..W.	4,000
Cincinnati, Ohio: Der Christliche Apologete...W.	20,000*
Western Christian Advocate..W.	30,000*
Haus und Herd.....M.	9,000*
Delaware, Ohio: Woman's Home Missions....M.	16,000*
Portland, Ore.: Pacific Christian Advocate...W.	2,800*
Philadelphia, Pa.: Chr. Recorder.W.	5,200*
Christian Standard.....W.	7,500
Methodist.....W.	4,000
Pittsburgh, Pa.: Chr. Advocate..W.	12,500
Methodist Recorder.....W.	4,000
Columbia, S. C.: Southern Christian Advocate..W.	4,000
Nashville, Tenn.: Chr. Advocate..W.	20,000
Tennessee Methodist.....W.	4,000*
Methodist Review of Missions.M.	7,500*
Sunday School Magazine....M.	20,000
Dallas, Tex.: Tex. Chr. Advocate.W.	20,000
Danville, Va.: Methodist.....M.	3,000*
Richmond, Va.: Chr. Advocate...W.	7,500

#### PRESBYTERIAN.

The Presbyterians have 54 papers, circulating about 239,000 copies. This sect has 1,278,332 communicants and representative churches in every State and Territory. It is strongest in Pennsylvania and in New York next. The

papers credited with a circulation of more than 2,500 are:

Chicago, Ill.: Interior.....W.	17,500
Midland.....W.	4,300*
Indianapolis, Ind.: National Presbyterian.....M.	4,000
Louisville, Ky.: Chris'n Observer.W.	13,000*
New Orleans, La.: Southwestern Presbyterian...W.	4,000
Minneapolis, Minn.: North and West.....W.	4,000
St. Louis, Mo.: Mid-Continent...W.	4,000
Observer.....W.	4,000
Presbyterian.....W.	4,000
Elmira, N. Y.: Christ'n Steward.W.	24,870*
New York, N. Y.: Evangelist.....W.	7,500
Woman's Work for Woman...M.	20,462*
Cincinnati, O.: Herald and Presbyter.....W.	17,500
Philadelphia, Pa.: Christian Instructor.....W.	4,750*
Presbyterian.....W.	12,000*
Presbyterian Journal.....W.	6,500*
Presbyterian Observer.....W.	4,000*
Church at Home and Abroad.M.	12,500
Pittsburgh, Pa.: Presbyterian Banner.....W.	7,500
United Presbyterian.....W.	7,500
Bible Teacher.....M.	6,500*
Nashville, Tenn.: Cumberland Presbyterian...W.	7,500
Richmond, Va.: Central Presbyterian.....W.	3,600*

PROTESTANT-EPISCOPAL.

This church has 50 newspapers and 3 for the "Reformed P. E." Their circulation is estimated at about 140,000. The communicants number 532,054. New York has the largest number, Pennsylvania comes next, and then New Jersey and Massachusetts. Every State and Territory is represented.

The papers credited with a circulation of more than 2,500 are:

Chicago, Ill.: Living Church...W.	12,500
Louisville, Ky.: Bishop's Letter..M.	5,000*
Baltimore, Md.: Md. Churchman.M.	7,500*
Boston, Mass.: Girls' Friendly Magazine....M.	3,000*
New York, N. Y.: Churchman...W.	17,500
Catholic Champion.....M.	3,400*
St. Andrew's Cross.....M.	20,367*
Sheltering Arms.....M.	4,000
Silver Cross.....M.	7,500
Spirit of Missions.....M.	4,000
Philadelphia, Pa.: Church Standard.....W.	7,500
Richmond, Va.: Southern Churchman.....W.	4,000
Milwaukee, Wis.: Living Church Quarterly....Q.	4,000

LUTHERAN.

Forty-nine newspapers, with a combined circulation of about 140,000, are devoted to the interests of this denomination. Lutherans have churches in every State and all Territories excepting Alaska, Arizona and Oklahoma. In Utah there are four organizations. The whole number of communicants is 1,231,072. Pennsylvania has more than any other State; Wisconsin comes second, Minnesota third and Illinois fourth.

The papers credited with a circulation of more than 2,500 are:

Rock Island, Ill.: Augustana....W.	14,257*
Cincinnati, O.: Lutheran World..W.	5,130*
Dayton, O.: Lutheran Evangelist.W.	4,000
Allentown, Pa.: Lutheran Church Messenger..M.	3,000*
Greenville, Pa.: Young Lutheran..M.	26,000*
Lancaster, Pa.: Lutheran Observer.....W.	17,000*
Philadelphia, Pa.: Augsburg S. S. Teacher.....M.	11,500*
York, Pa.: Lutheran Missionary Journ'l..M.	7,500
Teachers' Journal.....M.	2,550*
Sunday School Quarterly....Q.	18,000*

JEWISH.

There are 38 Jewish newspapers printed, of which 14 appear in Hebrew language. The Jewish communicants number 130,496. Over 45,000 are in New York, 10,000 in Illinois and nearly 9,000 in Ohio.

The newspapers of more than 2,500 are:

Chicago, Ill.: Israelite.....W.	7,500
Occident.....W.	17,500
Reform Advocate.....W.	9,300*
St. Louis, Mo.: Jewish Voice....W.	7,500
New York, N. Y.: Jewish News.....D.	8,350*
Jewish Gazette.....W.	17,750*
Die Arbeiter Zeitung.....W.	8,000*
Hebrew Standard.....W.	17,500
Telegraph.....W.	7,500*
Volksadvocat.....W.	4,000
Menorah.....M.	9,500*
Rochester, N. Y.: Jewish Tidings.....W.	4,000
Cincinnati, O.: American Israelite.....W.	23,760*
Die Deborah.....W.	8,584*
Philadelphia, Pa.: Jewish Exponent.....W.	8,000*

CONGREGATIONAL.

Thirty newspapers, aggregating about 100,000 circulation, are published in the interests of this sect. It has 512,771 communicants in all the States and Territories, omitting Alaska and Delaware. The first of this denomination came over in the Mayflower with the Church of England descendants. Before the close of the first half century it had in New England 51 churches. The present number of communicants is 512,771. Massachusetts leads, as it always has done; Connecticut comes next; then New York and then Illinois.

The newspapers credited with more than 2,500 circulation are:

Chicago, Ill.: Advance.....W.	22,990*
Mission Studies.....M.	9,000*
Boston, Mass.: Congregationalist.....W.	20,000
Life and Light for Woman...M.	14,185*
Missionary Herald.....M.	12,500

CHRISTIAN.

This sect (including Disciples) has

21 newspapers, with something less than 100,000 circulation. It is of comparatively recent formation, and has 90,718 communicants in 27 States. Ohio leads with something more than one-fourth of the whole number, Indiana comes second with one-fifth of the whole number, New York is third with 7,520, and Illinois comes next with 5,745.

The papers credited with a circulation of more than 2,500 are:

San Francisco, Cal.: Harbinger..W.	3,116*
Chicago, Ill.: Christian Oracle..W.	4,000
Louisville, Ky.: Christian Guide..W.	7,500
St. Louis, Mo.:	
Christian Evangelist.....W.	25,000*
Our Young Folks.....Semi-M.	12,500
North Chili, N. Y.:	
Earnest Christian.....M.	2,500*
Cincinnati, O.:	
Christian Standard.....W.	20,000
Missionary Intelligencer.....M.	5,000*
Dayton, O.:	
Herald of Gospel Liberty....W.	4,000
Dallas, Tex.: Christ. Courier...W.	4,000*

#### ADVENTIST.

Sixteen newspapers, with an aggregate circulation of about 30,000, represent the tenets of each of the six branches of this denomination, which has a communion of more than 60,000—found everywhere excepting in Alaska, New Mexico, Oklahoma and Wyoming. Michigan leads with more than one-twelfth of the whole number, Iowa is second, Massachusetts third, and Kansas fourth.

The papers credited with a circulation of more than 2,500 are:

Oakland, Cal.:	
Signs of the Times.....W.	4,000
Sabbath School Worker.....M.	4,000
Boston, Mass.: Messiah's Herald..W.	2,500*
Blessed Hope.....Q.	10,000*

#### REFORMED CHURCH.

This also includes the "Dutch Reform." It has 15 newspapers, with a combined circulation of about 70,000. All told, this body numbers 309,458 communicants in 29 States. More than one-third of them are in Pennsylvania, one-sixth in New York and one-tenth in Ohio.

Papers credited with more than 2,500 circulation are:

New York, N. Y.:	
Christian Intelligencer.....W.	7,500
Dayton, O.: Scholars' Quarterly..Q.	20,000
Philadelphia, Pa.:	
Reformed Church Messenger..W.	7,250*
Scholars' Quarterly.....Q.	20,000
Reading, Pa.:	
Reformed Church Record....W.	5,800*

#### UNITED BRETHREN.

Twelve newspapers, with an aggregate circulation of about 100,000, are

issued by the three schools of this denomination. It shows 22,807 communicants in 12 States. Indiana has over 6,000, Ohio and Michigan each over 5,000.

The papers credited with more than 2,500 are:

Dayton, O.: Christ. Conservator..W.	4,000
Religious Telescope.....W.	7,500
Our Bible Teacher.....M.	4,000
Woman's Evangel.....M.	4,000
Our Bible Lesson.....Q.	75,000

#### FRIENDS.

Friends or Quakers are represented by 11 newspapers of about 48,000 circulation. The Friends have no creed, no liturgy, and no sacraments—all outward rites are deemed unnecessary. There are Friends Orthodox, Friends Hicksite, Friends Wilburite, Friends Primitive and Friends United. A summary of all Friends shows 107,208 communicants. One-fourth of them are in Indiana, Ohio has 13,700 and Pennsylvania 13,600.

The newspapers of more than 2,500 credited circulation are:

Chicago, Ill.: Christian Worker..W.	4,000
Our Youth's Friend.....M.	12,500
Friends' Bible School Quarterly.	17,500
Philadelphia, Pa.:	
Friends' Intelligencer.....W.	3,450*
Scattered Seeds.....M.	5,150*

#### LATTER DAY SAINTS OR MORMONS.

This sect has 11 newspapers, with an aggregate circulation of about 32,000. The two branches claim 166,125 communicants, of which over 118,000 are in Utah, and 15,000 in Idaho. The papers credited with more than 2,500 circulation are:

Lamoni, Iowa: Saints' Herald....W.	4,452*
Independence, Mo.: Zion's Ensign..W.	4,031*
Salt Lake City, Utah:	
Deseret News.....S.-W.	4,000
Juvenile Instructor.....S.-M.	7,500
Contributor.....M.	5,000*

#### UNIVERSALISTS.

There are nine newspapers in this denomination, and all told they circulate not far from 20,000 each issue. The communicants are 49,194, of which one-sixth are in New York, one-seventh in Massachusetts, one-tenth in Ohio, and one-twelfth in Maine. There are none in Delaware, Louisiana, Montana, New Mexico, North Dakota, Oklahoma, South Dakota, Washington or Wyoming.

The papers credited with a circulation of more than 2,500 are:

Chicago, Ill.: Universalist.....W.	4,000
Augusta, Me.: Gospel Banner...W.	4,000
Boston, Mass.: Christ. Leader...W.	7,500
Tufts's College, Mass.:	
Universalist Union.....M.	2,500*



## CHURCH OF CHRIST.

Under this literal name Dr. Carroll gives no statistics. It is probably a branch of the Adventists. Six newspapers, with a total circulation of about 18,700, represent its periodical press. Those credited with a circulation of more than 2,500 are:

Nashville, Tenn.:	
Gospel Advocate.....W.	7,500
Austin, Tex.: Firm Foundation..W.	8,722*

## HOLINESS.

Although there are six newspapers under the above designation, Dr. Carroll gives no such independent body. The only paper entitled to a position in this list is:

Atlanta, Ga.: Way of Life.....W.	8,000*
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## SPIRITUALISTS.

Six newspapers, with a combined circulation of about 35,500, advocate Spiritualism. This body has 45,030 communicants in 36 States. Massachusetts has the greatest number, New York is second and Pennsylvania third. Two of its newspapers are in California, two in Chicago, and one each in Boston, Cincinnati and Portland, Oregon. Those credited with a circulation of more than 2,500 are:

Chicago, Ill.:	
Religio-Philosophical Journal.W.	7,500
Boston, Mass.: Banner of Light..W.	12,500
Cincinnati, O.: Light of Truth..W.	12,500

## SWEDENBORGIANS.

This denomination is also represented by six newspapers, in Illinois, Massachusetts, New Jersey, New York and Pennsylvania. Their combined circulation is placed at 4,500. Dr. Carroll properly classifies this sect as "Church of the New Jerusalem." It has 7,095 communicants and 154 organizations in 30 different States. Massachusetts has 22 of its churches and 1,684 communicants; Pennsylvania is second and Illinois third. The only paper of more than 2,500 is:

Orange, N. J.:	
New Church Messenger.....W.	2,575*

## MENNONITE.

Five newspapers, with a combined circulation of 8,000, are published in the interest of this sect. The sect itself dates back to 1492, and the first communicants came to Pennsylvania near the close of the seventeenth century to escape persecution at home. They now number 41,541, mostly in the Middle and Western States; over 15,000 reside in Pennsylvania. The

only paper credited with a circulation of more than 2,500 is:

Elkhart, Ind.:	
Mennonitische Rundschau...W.	3,200*

## CHRISTIAN SCIENCE.

Four newspapers, with about 5,000 circulation, advocate the doctrines of this sect. The Scientists believe that all ills of body and all evils of whatever nature are subject to the healing power of mind or spirit. They number less than 10,000 communicants. Illinois has 1,271, and New York 1,268. The only paper entitled to record here is:

Chicago, Ill.: Universal Truth....M.	2,950*
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## UNITARIANS.

Four newspapers—one each in California and Georgia, and two in Boston—are the organs of this sect, with a combined circulation of about 20,000. The sect numbers 67,749 members; its custom is to admit any one to the communion. More than one-half are in Massachusetts; New York is second and California third.

The papers credited with a circulation of more than 2,500 are:

Boston, Mass.:	
Christian Register.....W.	7,500
Every Other Sunday.....Bi-W.	11,500*

## MORAVIANS.

This sect has less than 12,000 communicants, and but three papers, all of small circulation. One-third of its members are in Pennsylvania; the rest are scattered over seventeen States.

The remaining sects represented by newspapers are sufficiently indicated in the tabulation which precedes this article.

## CHRISTIAN ASSOCIATIONS.

The Christian Associations of both the Young Men and Young Women and the "Y. P. S. C. E." are not sectarian, although they require a classification, and are to be included in any article upon the religious press. All told, they issue 66 newspapers and periodicals, with a circulation of about 229,000. Those credited with more than 2,500 are as follows:

Chicago, Ill.:	
Young Men's Era.....W.	20,000
Illinois State Ass'n Notes....Q.	10,000*
Boston, Mass.: Golden Rule....W.	8,355*
Jr. Golden Rule.....M.	7,500
St. Louis, Mo.:	
Inland Illustrated Christian....	
Endeavor Monthly.....	36,000*
Philadelphia, Pa.: Ass'n News...M.	5,500*

## UNCLASSIFIED.

There still remain the "Undenomi-

national," "Inter-Denominational" and "Non-Sectarian" newspapers. They number 66 and aggregate about 400,000 circulation. Those credited with a circulation of more than 2,500 are:

Chicago, Ill.: Ram's Horn.....	W.	4,000
Unity.....	W.	7,500
Record of Christian Work.....	M.	7,500
Des Moines, Ia.: Nat'l Sabbath School Teacher.....	M.	5,475*
Boston, Mass.: Cottage Hearth.....	M.	17,500
Concord, N. H.: Christ Reporter.....	M.	4,000
Buffalo, N. Y.: Pulpit.....	M.	4,000
New York, N. Y.: Christ Work.....	W.	17,500*
Sabbath Reading.....	W.	4,000
Voice.....	W.	40,000
Witness.....	W.	40,000
Homiletic Review.....	M.	12,500
Preachers' Magazine.....	M.	5,000*
U. S. Army Visitor.....	M.	4,000
Christian Thought.....	Bi-M.	3,200*
Philadelphia, Pa.: Sunday School Times.....	W.	157,749*
Richmond, Va.: Bible Reader.....	W.	17,500

It is remarkable that the one weekly paper of largest circulation, the Philadelphia *Sunday School Times*, appears in this list and is "undenominational."

In the classifications herein made it has been impossible to subdivide more definitely than has been done the various publications of the different families. During the compilation of the American Newspaper Directory a proof of the description of each of the 1,017 religious papers was sent to the office of the publication, with a request for further information or corrections as to class and characteristics, in case any error was discovered. The classifications were generally returned as correct, and all changes noted were made. Still it is probable that some of the "Evangelicals" may claim to be "Methodist" or "Presbyterian," and more than likely, for example, that the Springfield, Mass., *Herald of Life*, instead of covering the entire Advent field, may be Evangelical, Sabbatarian, Second, Seventh Day, Christian or some other kind of an Adventist. The divisions of North and South, too, exist in many sects, but a preference to be classed in this division was not made by any publisher.

Nearly one-seventh (144) of all the religious press is issued in New York; still, with all her cosmopolitanism, they represent only one-third of the sects. Pennsylvania claims 114 of the newspapers, Massachusetts 79, Illinois 74, Ohio 73, Missouri 59, and no other State has as many as fifty. Alaska and Arizona have one each, Indian Territory two, but Nevada and Wyoming are unrepresented.

The Methodists appear to monopolize the name "Christian Advocate" for their newspapers, and to be very fond of it, too. Twenty-six are so distinguished, but with an occasional prefix to denote more clearly its particular school or geographical location. The Baptists have numerous "Heralds" treated in the same way, and an occasional "Headlight." "Churchman" is a favorite with the Episcopalians. There is a "Send Me" in Arkansas, a "Golden Thorn" in California, a "Ram's Horn" in Chicago, an "Awakener" in Indiana, a "Hornet" and a "Fire Brand" in Iowa and a "John Three-Sixteen" in Indian Territory, while the only religious paper in Alaska is appropriately called "Northern Light."

#### FREE THOUGHT.

Under this classification ten newspapers are issued. They certainly cannot be called religious, and would probably scorn to be called secular. At Washington Heights, Ill., there is the *Flaming Sword*, weekly, with a circulation of 2,500. Indianapolis has the *Iron-Clad Age*, which publishes distinctly that it is "anti-religious;" Kansas has a *Lucifer*, Boston the *Investigator*. There are two in Michigan, two in New York and Texas and one in Wisconsin.

GENERAL BAPTIST PUB. HOUSE.

"THE MESSENGER,"

OWENSVILLE, Ind., May 18, 1894.

Editor of PRINTERS' INK:

Allow me to call your special attention to the *Messenger*. It is the only paper published in the interest of the "General Baptists," a distinct and separate denomination from any other Baptists, and should be so mentioned. Of the General Baptists there are 24 associations, 25,000 members, 500 ministers and near 500 churches. They are not connected in any way with other Baptist bodies. Their associations are located in Indiana, Kentucky, Illinois, Missouri, Arkansas, Tennessee and Nebraska. Yours very truly,

J. P. Cox, Ed. and Pub.

This paper appears in the Directory as "Baptist," with a guaranteed circulation of 2,244.—[Ed. PRINTERS' INK.]

MR. A. H. BRADLEY, the pleasant-faced notary to whom so many people are indebted for courtesies at the office of the New York *Sun*, has prepared and issued for the use of the advertising patrons of that paper, a neat little book containing specimens of the multitudinous display types available for those who wish their announcements made conspicuous in its columns. Inasmuch as the little book contains calendars for 1894, 1895, 1896 and 1897, PRINTERS' INK concludes that, if Mr. Bradley can help it, the *Sun* won't add any new fonts for four years.

**THAT IS WHAT THEY ARE PRINTED FOR**

Office of the "DAILY ENTERPRISE." }  
MARLBORO, Mass., May 21, 1894. }

*Editor of PRINTERS' INK:*

Will you kindly let me know if samples of ads directed by C. A. Bates can be used by others, or any part of them (the ads).  
C. L. ADAMS.

**WHAT HARM DO THEY DO?**

"THE KALAMAZOO TELEGRAPH," }  
Daily and Weekly. }

Combined Circulation, 30,000 each week.  
KALAMAZOO, Mich., May 17, 1894. }

*Editor of PRINTERS' INK:*

I note with great satisfaction the communication of Mr. J. W. Lewis to N. W. Ayer & Son, published in your issue of the 16th inst. Our experience with Ayer & Son is identical with his. If the article referred to has the proper effect on Ayer & Son, the most sincere thanks of ourselves and all publishers doing and endeavoring to do business with them will be due you and Mr. Lewis.

FRANK A. NASON,  
Business Mgr.

THE majority of merchants who use handbills, cards, circulars, letters, etc. (addressed to the "lady of the house"), are those who think that it is too expensive to advertise in newspapers.—C. A. W.

**Displayed Advertisements**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

**Must be handed in one week in advance.**

**SUPERIOR Mechanical Engraving.** Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

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**RAPID ADDRESSING.**

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres't., 314, 316 Broadway, New York City.

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Compilers and Publishers of "THE NEWSPAPER PRESS DIRECTORY" (49th year of issue); Proprietors of LONDON "FAME," a Journal for Advertisers.

12 & 13 Red Lion Court, Fleet Street,  
LONDON, E. C.

- THE -

**Medical Press,**

ALLOPATHIC, HOMŒOPATHIC,  
SURGICAL, ECLECTIC, ETC., ETC.

**189 PERIODICALS.**

In the issue of PRINTERS' INK for June 13th there will appear a complete catalogue of all this class of publications having a regular circulation of more than 1,000 copies each issue, together with the circulation of each separate paper, and other information of interest to those advertisers who have occasion to use medical journals.

**PRICE 5 CENTS.**

THE

**TOLEDO NEWS**

**10,000 Daily.**

**5,000 Weekly.**

The leading Evening newspaper of northwestern Ohio. Its LOCAL circulation is unequaled by any other Toledo Daily.

The NEWS, now in its sixth year, is a clean, bright, non-sensational family newspaper, and offers to advertisers an excellent opportunity to reach the homes of Toledo at a nominal cost.

Rates and further information at the Home Office, or of

H. D. LA COSTE,  
38 PARK ROW,  
NEW YORK.

**BEST  
HALF-TONE  
PORTRAIT,**  
Single col.,

CHICAGO PHOTO ENG. CO., 185 Madison.

**\$1.50**

**MENTION THIS PAPER  
WHEN YOU WRITE.**

**WIRE  
RACKS**

For holding Papers, Letter  
Files, Letter Books, Circulars  
Printed Matter, Anything.  
Clean, Light, Strong, Hand-  
some, Portable. In use all  
over United States. Send for  
Catalogue and testimonials.

**POPE RACK COMPANY**  
ST. LOUIS, MO.

**PRINTING INK**—Four Cents Per Pound.  
Wm. JOHNSTON, 19 Spruce St., New York.

**POSTAL NOTES ABOLISHED.**

The only substitute that will accommodate or  
satisfy the people is our **PATENT COIN MAIL-  
ING CARDS**. Indispensable to a mail business.  
Special imprint on cards free. Address for  
samples,

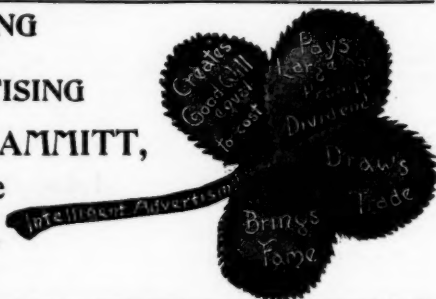
ALVORD & CO., DETROIT, MICH.

**Arthur's and  
Peterson's.**

**\$100  
PER PAGE**  
for both  
Magazines.

F. E. MORRISON, Adv. Mgr.,  
500 TEMPLE COURT, N. Y.

**ANYTHING  
IN  
ADVERTISING**  
**CHAS. K. HAMMITT,**  
**Two-Thirty-One**  
**BROADWAY,**  
**NEW YORK.**



**CAN YOU AFFORD** to be without a machine that **always catches  
the early mail?**

A Web Press that will print and perfect 9,000 to 12,000  
4 or 8-page papers per hour,

NOT in spurts, but **ALL** the time.

The **"NEW MODEL"** Web is such a machine.

**CAMPBELL PRINTING PRESS & MFG. CO.,**

334 Dearborn St., Chicago.

Metropolitan Bldg., 1 Madison Ave., New York.

# Advertising Novelties.



*Fence-Board and Oilcloth Signs.  
Rulers, Yardsticks, Wood Novelties, Etc.*

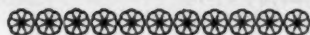
ILLUSTRATED CATALOGUE FREE. PRICES VERY LOW.

BUY DIRECT AND SAVE AGENTS' COMMISSION. ADDRESS

**THE AMERICAN ADVERTISING CONCERN,**

LOCAL AGENTS WANTED.

JAMESTOWN, N. Y.



# THE TOLEDO BLADE,

TOLEDO, OHIO.

Rowell's Directory of 1894 has this to say of the Daily Edition of the TOLEDO BLADE:

"Only ten papers in Ohio are accorded a circulation rating of more than 12,500. One of them is the TOLEDO DAILY BLADE, which is credited with an average issue of 15,171 copies."

Of course the TOLEDO WEEKLY BLADE is another of the ten above-mentioned papers, as it is rated above 135,000.

For advertising rates in either edition, address

THE BLADE, TOLEDO, OHIO.



# THE AGRICULTURAL PRESS.

*The Dairying, Live Stock,  
Horticultural and Floricultural  
Journals.*

**381** NEWSPAPERS and  
PERIODICALS.

In the issue of PRINTERS' INK for June 6th there will appear:

1st. A statement of the number and aggregate circulation of the newspapers and periodicals issued in each of the above classes.

2d. A complete catalogue of all newspapers and periodicals, of each class, having a regular circulation of more than 2,500 each issue will be given, together with the circulation of each separate paper.

3d. Census statistics and other interesting facts concerning the farming population, etc.

4th. All classified, tabulated and arranged, to facilitate use by advertisers.

**Price, 5 Cents.**

ADVERTISERS who use **The Vickery & Hill Peerless List** know little of a "dull season." Using our papers makes their business brisk all the year round. Read what a prominent general advertiser says:

"Returns are profitable and constant. At no time since our advertising was first placed in your papers have they failed to bring satisfactory returns."

MARCHAL & SMITH PIANO Co., New York.

Note "profitable and constant." Finding mediums that will bring such returns is successful advertising. Why not profit by the experience of others and commence with our

## JULY ISSUES?

**1,400,000** PROVED  
CIRCULATION.

COPY MUST BE SENT AT ONCE.

THE VICKERY & HILL COMPANY,  
Augusta, Maine.

New York Office: 517 Temple Court.  
C. E. ELLIS, Special Representative.

DO IN THE EAST, WEST  
YOU AND NORTHWEST?

WANT  
TO  
REACH  
THE  
HOMES

THE  
**NATIONAL  
TRIBUNE,**

WASHINGTON, D. C.

Will introduce you into 100,000 of them each week.

The introduction costs only 70c. per line to do it.

Let us give you an estimate.

Liberal Discounts on Time Orders.

**THE NATIONAL TRIBUNE,**  
WASHINGTON, D. C.

New York Office: 66 Pulitzer Building,  
BYRON ANDREWS,  
RESIDENT MANAGER

FOR RATES OF  
**ADVERTISING**

IN THE

# Boston Street Cars

WRITE TO

UNION STREET RAILWAY ADVERTISING CO.,

Sears Building, Boston.

Times Building, New York.

M. WINEBURGH, - - PRESIDENT.



**COMFORT**  
 FOR ALL

VOLUME 6 No 5 (MN 65) PRICE 25 CENTS PER YEAR

**JUNE 1894**

PUBLISHED BY THE GANNETT & MORSE CONCERN AUGUSTA MAINE

**Regularly Read in a Million and a Quarter Homes.**

**That's why, "If you put it in Comfort it pays."**

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home Office  
 Augusta, Maine. Boston, John Hancock Building; New York, Tribune Building.

LEWIS A. LEONARD, Representative.

# My ONE Complaint.

Since I commenced selling News Inks I have filled 232 orders, from 196 people, in 36 American States and two Canadian Provinces: my total sales to date amount to 15 tons, and 1,375 pounds over.

In all these transactions, with total strangers, I have had only one complaint. This is the story. Listen to my tale of woe:

## No. 1.

THE GLOBE, Hagerstown, Md.,  
Ira W. Hays, Publisher.  
APRIL 10, 1894.

Wm. Johnston, 10 Spruce St., New York:  
Inclosed please find check for a trial trip of 100-pound keg of news ink. Copy of paper goes under separate wrapper. We use double-cylinder Hoe press, and temperature of pressroom at this season averages about 75 degrees. Please ship ink at once by Pennsylvania fast freight. Ira W. Hays.

## No. 2.

THE GLOBE, Hagerstown, Md.,  
MAY 1, 1894.

Mr. Wm. Johnston:  
The ink which I purchased of you some time ago to hand all right. The only objection to it that I can find is that I cannot keep it in my fountain, and consequently am not able to work it. Have returned it at my expense, with the request that you give me in exchange a kegful considerably stiffer than this. Temperature of pressroom is 80 degrees. Sample of paper inclosed. Ira W. Hays.

## No. 3.

NEW YORK, May 2, 1894.  
Publisher of GLOBE, Hagerstown, Md.:  
Your letter of the 1st is at hand. I will send a much stiffer ink by freight-to-morrow, and will repay the freight charges on same. I remain, very respectfully,  
WM. JOHNSTON.

## No. 4.

NEW YORK, May 4, 1894.  
Publisher of GLOBE, Hagerstown, Md.:  
Through an oversight, your ink which was shipped to-day was not prepaid, and I here-with inclose forty cents in stamps to pay for same. Respectfully,  
WM. JOHNSTON  
(per G. E. A.).

## No. 5.

THE GLOBE,  
Ira W. Hays, Publisher.  
HAGERSTOWN, Md., May 16, 1894.  
Wm. Johnston:  
I send herewith a copy of GLOBE worked with your ink. It is anything but satisfactory, as reference to the paper will show you. We dare not work the color up to where it

ought to be, as it is then much worse than sample mailed you. Respectfully,  
IRA W. HAYS.

## No. 6.

Publisher of GLOBE, Hagerstown, Md.:  
I have your postal-card of 16th! Your pressman must be a daisy!! Here is your \$5!!!! Please burn the ink in front of your office!!!! It will advertise your pressman!!!!  
WM. JOHNSTON (per B.).

## No. 7.

THE INK IS ALL RIGHT!  
Seven is a lucky number.  
THE GLOBE, Hagerstown, Md.,  
Ira W. Hays, Publisher.  
MAY 19, 1894.

Wm. Johnston, Esq., Printers' Ink Press, New York City:  
DEAR SIR—Yours without date, containing a five-dollar bill, came as directed, and I take pleasure in returning herewith the money. Evidently, we do not understand each other, but I hope this is no reason why we should not do so. I ordered news ink from you, received it according to promise, paid for it, am able to do so, and want no man's labor or goods without returning an equivalent. Simply because I was the subject of circumstances, is hardly fair treatment to class me as a rascal or rogue. I acknowledge my haste in making complaint to you and the error of not enforcing the observance of every-day, practical rules in the management of rollers and press before doing so. After sample of paper and postal was mailed the remedy was applied, and further trouble in the working of the ink was avoided. I hope I have the manliness to write you so. You have been square and honorable in your transaction, and I want to match you. The merchandise was yours, and there is no argument based upon reason or fancy that should suggest the return to me of the money paid for the ink. I have no compunctions in saying the ink is good, and do not do so except with the aim of getting as close to the truth as I can, but I find it is considerably more sensitive to climatic changes than we have been accustomed to. You will please, therefore, do me the honor of abandoning your harsh opinions of the GLOBE, and I trust honor any future orders that may be sent in. Respectfully,  
IRA W. HAYS.

As I am now able to say that  
**NO ONE HAS EVER COMPLAINED OF THE INK I SELL,**  
I feel still more confident that I am making an impression on the ink trade.

500-pound Barrel at 4c.,	\$20 00
250-pound Barrel at 4½c.,	11 25
100-pound Keg at 5c.,	5 00
50-pound Keg at 5½c.,	2 75
25-pound Keg at 6c.,	1 50

My ink is just as good NEWS ink as can be bought anywhere at 25 cents a pound. It is not a matter of price.

My ink is the best in the world for newspaper work. That is all I claim for it. To make it certain that I can suit, all that I need is to see a copy of the paper to be printed, to know the kind of press used and the temperature of the pressroom; and, most important of all, a check with the order.

Address WM. JOHNSTON, Foreman Printers' Ink Press,  
10 Spruce Street, New York.



## TAKE A TRIAL TRIP

## AMONG THE MOUNTAIN PEAKS

with the "Giant of the Rockies" as your guide, leading you safely through mountain passes and through the rich valleys, into more than 26,000 homes each week.

What a trip! and what profits if you have something good to sell, and place it properly before the SUN's family of 26,000.

No chance to duplicate circulation, because no other paper in all the Rocky Mountain region **claims** one-sixth the circulation of the WEEKLY SUN, and every large advertiser knows that the WEEKLY SUN has fully **four** times the **combined** circulation of the weekly issues of the other **three** Denver papers.

Not an exchange or deadhead on the list. Post-office receipts furnished any advertiser.

## CIRCULATION, BY STATES, OF THE COLORADO WEEKLY SUN:

## FOR WEEK ENDING

May 19, 1894.

Colorado	4308
Texas	2684
Oregon	2086
Kansas	1630
California	1590
Nebraska	1436
Washington	1394
Idaho	1047
South Dakota	976
Missouri	960
Utah	927
Montana	921
Wyoming	891
Indian Territory	661
Illinois	602
Nevada	541
Arizona	533
Oklahoma	517
New Mexico	504
Minnesota	504
North Dakota	486
Iowa	461
Michigan	381
Indiana	135
New York	101
Ohio	82
Pennsylvania	68

Carried forward... 26,438

## FOR WEEK ENDING

May 19, 1894.

Brought forward	26,438
Arkansas	46
Wisconsin	44
Canada	37
Tennessee	34
Massachusetts	27
West Virginia	18
North Carolina	18
Vermont	15
Maine	15
Kentucky	14
Georgia	11
Florida	10
Mississippi	10
Alabama	9
South Carolina	8
Delaware	7
Virginia	7
Louisiana	6
New Jersey	5
Connecticut	4
Rhode Island	4
District of Columbia	3
Foreign	3
Maryland	2
Old Mexico	1
Alaska	1
New Hampshire	0

Total... 26,787

Display Rate for Weekly, 10c. per Agate Line.

NO DISCOUNT FOR TIME OR SPACE.

ADDRESS

THOS. D. TAYLOR,

Manager Eastern Office,

TRIBUNE BUILDING,

NEW YORK CITY.

*"The representative newspaper of the West."*—GEO. P. ROWELL.

## A BLUNT NOSED MAN

HAS KEEN ENOUGH  
BUSINESS SCENT



To smell profit in a medium that will carry his business announcement into the homes of **possible purchasers** of his wares

**19,401**

**26,322**

Times on Week Days.

Times on Sundays.

## THE DENVER REPUBLICAN

IS SUCH A MEDIUM.

Brings better returns to many advertisers than any other paper west of the Mississippi.

Its average circulation is such as to insure a steady stream of business to its advertisers all the year through.

It is made to be read at the business desk and in the homes of all classes of thrifty people.

It is made for the people and has their confidence.

Its circulation is guaranteed, and the shrewd advertiser knows he is not "buying a pig in a poke" when he invests in its columns.

The richest "coffers" of Colorado can be reached through its influence.



The SUNDAY REPUBLICAN had  
a Total Circulation for 1893 of **1,368,722**

**S. C. BECKWITH,**  
SOLE AGENT FOREIGN ADVERTISING,  
48 Tribune Building, New York.  
509 The Rookery, Chicago.

## POINTS FOR ADVERTISERS.

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●

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A question that every business man ought to ask himself is: "Will it pay me to advertise?" If you are now considering this question, perhaps we can give you some helpful advice.

●

A Full Stop. If you have been doing careless, hap-hazard advertising, it is time to call a halt. "Judicious advertising pays," and that is the kind we will assist you to do.

,

A comma is a little thing, but the most successful business men are those who watch the details of their affairs with the greatest care. We relieve advertisers of all the annoying details of contracting with a great many papers and see that our patrons' interests are properly protected.

!

People often exclaim at the large amount of money some advertisers spend in printers' ink. Yet these are shrewd business men who wouldn't invest large sums without good returns. What pays them ought to pay you!

---

**The Geo. P. Rowell Advertising Co.,**

NEWSPAPER AND MAGAZINE ADVERTISING,

10 SPRUCE ST., NEW YORK.